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**BUSINESS IMPROVEMENT DISTRICT**  
**BUDGET REPORTS**  
**(BUDGETS & NARRATIVES OF ACTIVITIES)**  
**FY2008**

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Adams Avenue Business Improvement District**

Fund 10552

**Ordinance:** O-18087 adopted July 11, 1994 amending Ordinance  
No. O-16479 adopted July 29, 1985

**Advisory Board** Adams Avenue Business Association, Inc.  
4649 Hawley Blvd San Diego CA 92116

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$8,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$3,000
Estimated Assessments to be collected in the Fiscal Year:	\$38,500
<b>Total Appropriation:</b>	<b>\$49,500</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$38,800
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$10,700
Publications/Printing (Brochures, Newsletters, Production)	\$0
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$49,500</b>

Estimated Contribution from Association Activities:	<b>\$325,000</b>
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*Estimated contribution s from Association activities, from public and private grant sources, and special event activities.*

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$155	\$70	\$60
B	\$135	\$50	\$40

**Assessment Categories**

Category	General Description	X = Exclusions

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Adams Avenue Business Improvement District**

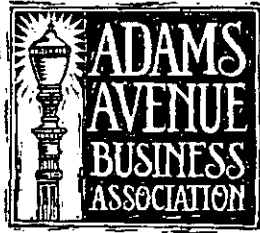
Fund 10552

- A Primarily retail businesses, financial institutions, theatres, hotels and motels.
- B Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
30th Street			4600-4799
32nd Street			4600-4799
33rd Street			4600-4799
34th Street			4600-4799
35th Street			4600-4799
36th Street			4600-4799
39th Street			4600-4799
Adams Avenue		3466-3999	
Adams Avenue	3350-3465	2400-3349	
Arizona Street			4600-4799
Bancroft Street			4600-4799
Boundary Street			4600-4799
Cherokee Street			4600-4799
East Mountain View Drive			4600-4799
Felton Street			4600-4799
Hamilton Street			4600-4799
Hawley Boulevard			4600-4699
Hawley Boulevard	4700-4732 even		4701-4731 odd
Hawley Boulevard			4733-4799
Idaho Street			4600-4799
Iowa Street			4600-4799
Kansas Street			4600-4799
Mansfield Street			4600-4799
Ohio Street			4600-4799
Oregon Street			4600-4799
Utah Street			4600-4799
West Mountain View Drive			4600-4799
Wilson Street			4600-4799

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Adams Avenue Business Association  
4649 Hawley Boulevard  
San Diego CA 92116

Phone: (619) 282-7329  
Fax: (619) 282-7329  
E-mail: [adamsavenue@sbcglobal.net](mailto:adamsavenue@sbcglobal.net)  
Website: [www.adamsaveonline.com](http://www.adamsaveonline.com)

## Adams Avenue Business Association Proposed Activities for Fiscal Year 2008

### Marketing (\$300,000)

#### 1. Host Special Events:

- a. 26<sup>th</sup> Annual Adams Avenue Street Fair (September 29 & 30, 2007)
- b. 35<sup>th</sup> Annual Adams Avenue Roots & Folk Festival (April 2008)
- c. 8<sup>th</sup> Annual Taste of Adams Avenue (June 2008)

### Publications / Website (\$12,000)

1. **Website:** redesign and update regularly
2. **Monthly Newsletter** (Printed and mailed quarterly): Publish and distribute to 600 recipients and display on website.
3. **Weekly E-News:** Write and distribute weekly electronic newsletter for up-to-date activities of Adams Avenue Business Improvement District
4. **Business Directory:** Design, publish and distribute 15,000 copies to local residents and businesses.
5. **Event Programs:** Design, publish and distribute 15,000 copies to local residents, businesses and throughout the event venues.

### Advertising (\$2,400)

1. **Cooperative Advertising:** Continue Cooperative Advertising Program for the Adams Avenue Business Association activities and business members.
2. **Discounted Rate Advertising:** Negotiate and offer reduced rate advertising in local and regional publications for the Adams Avenue Business Association and business members.

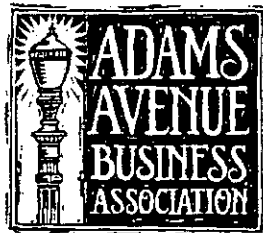
### Maintenance Assessment District (\$52,000)

1. Administer and manage landscape maintenance, tree trimming, graffiti abatement and cleanup within the Adams Avenue Maintenance Assessment District.
2. Supervise the repair of tree well grates and brick pavers to eliminate safety hazards in the public right of way within the Adams Avenue Maintenance Assessment District

### Public Improvement Projects (\$367,000)

1. **Street Lights Banners Program:** Design, produce and install new neighborhood and special event banners along Adams Avenue. (\$12,000)
2. **Tree Grates & Trash Cans:** purchase and install new tree grates and public trash cans within the Adams Avenue Business Improvement District (\$95,000)
3. **Normal Heights Community Identity Sign:** investigate the cost and feasibility of repairing/ replacing the Normal Heights Community Identity sign. (\$200,000)
4. **Business Improvement District Plan:** create a Master Plan to assist and guide the Business Improvement District with business attractions/ retention efforts, identifying future public improvement projects and developing workable parking and transit growth strategies. (\$60,000)

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Adams Avenue Business Association  
4649 Hawley Boulevard  
San Diego CA 92116

Phone: (619) 282-7329  
Fax: (619) 282-7329  
E-mail: [adamsavenue@sbcglobal.net](mailto:adamsavenue@sbcglobal.net)  
Website: [www.adamsaveonline.com](http://www.adamsaveonline.com)

## Adams Avenue Business Association Proposed Activities for Fiscal Year 2008 (Page 2)

### **Technical Assistance to Business Improvement District Members (\$50,000)**

1. **Storefront Improvement Program (SIP):** Promotion, and oversight of SIP in partnership with City of San Diego staff, property owners and business owners.
2. **Public Right of Way Enhancement Program (PROW):** Promotion, oversight & issuance of PROW permits for A-frame signs, outdoor merchandising and seating on public sidewalks throughout the Adams Avenue Business Improvement District.
3. **Business Enterprise Consultant Program:** Determine feasibility and sustainability of bringing Business Planning Assistance, Finance Structuring and Site Location assistance program to assist (attract) new or (retain) existing small businesses within Adams Avenue Business Improvement District for implementation in FY 07.

### **Advocacy and Resources for Businesses in B.I.D. (\$5,200)**

#### **Participation in following committees/organizations**

1. **Business Improvement District Council:** Coalition of 18 BIDs; resources, joint advocacy.
2. **City County Reinvestment Act (CRA) Task Force:** advocacy for loans, credit for small businesses
3. **North Park PAC:** advocate for resources for portions of Adams Avenue Business Improvement District located in the North Park PAC.
4. **Normal Heights Cultural Council:** advocate, plan & obtain resources for arts & culture in business district.

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**City Heights Business Improvement District**

Fund 10554

**Ordinance:** O-16918 adopted August 3, 1987**Advisory Board** City Heights Business Association  
3910 University Avenue San Diego CA 92105**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$11,000
Estimated Assessments to be collected in the Fiscal Year:	\$39,000
Total Appropriation:	<b>\$50,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$42,500
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$4,000
Publications/Printing (Brochures, Newsletters, Production)	\$0
Special Events	\$3,500
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$0
Total Budgeted Expenditures:	<b>\$50,000</b>
Estimated Contribution from Association Activities:	<b>\$0</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$70	\$60	
B	\$50	\$40	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

## City Heights Business Improvement District

Fund 10554

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
33rd Street		3800-4099	
34th Street		3800-4099	
35th Street		3800-4099	
36th Street		3800-4099	
37th Street		3800-4099	
38th Street		3800-4099	
39th Street		3800-4099	
40th Street		3800-4099	
41st Street		3800-4099	
42nd Street		3800-4099	
43rd Street		3800-4099	
44th Street		3800-4099	
45th Street		3800-4099	
46th Street		3800-4099	
47th Street		3800-4099	
48th Street		3800-4099	
Central Avenue		3800-4099	
Chamoune Avenue		3800-4099	
Cherokee Avenue		3800-4099	
Euclid Avenue		3800-4099	
Fairmount Avenue		3800-4099	
Highland Avenue		3800-4099	
Marlborough Avenue		3800-4099	
Menlo Avenue		3800-4099	
Swift Avenue		3800-4099	
University Avenue	3300-4799		
Van Dyke Avenue		3800-4099	
Wilson Avenue		3800-4099	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Little Italy Business Improvement District**

Fund 10556

**Ordinance:** O-18541 adopted June 29, 1998 amending Ordinance  
No. O-18374 adopted January 13, 1997

**Advisory Board** Little Italy Association  
1830 Columbia Street San Diego CA 92101

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$9,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$0
Estimated Assessments to be collected in the Fiscal Year:	\$71,000
<b>Total Appropriation:</b>	<b>\$80,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$60,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$16,000
Publications/Printing (Brochures, Newsletters, Production)	\$4,000
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$80,000</b>
Estimated Contribution from Association Activities:	\$0

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$5,000		
B	\$600		
C	\$300		
D	\$200		
E	\$100		
F	\$80		



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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**College Area Business Improvement District**

Fund 10562

**Ordinance:** O-18539 adopted June 29, 1998 amending Ordinance  
No. O-18263 adopted February 20, 1996

**Advisory Board** College Area Economic Development Corporation  
4704 College Avenue San Diego CA 92115

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$18,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$9,000
Estimated Assessments to be collected in the Fiscal Year:	\$66,000
<b>Total Appropriation:</b>	<b>\$93,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$26,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$6,500
Publications/Printing (Brochures, Newsletters, Production)	\$10,000
Special Events	\$15,000
Design Improvements (Maintenance, Beautification, Clearing)	\$3,000
Consulting Services	\$6,000
Other	\$26,500
<b>Total Budgeted Expenditures:</b>	<b>\$93,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$15,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$500	\$300	
B	\$180	\$120	
C	\$100	\$80	
D	\$90	\$60	
E	\$80	\$60	
F	\$60	\$60	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**College Area Business Improvement District**

Fund 10562

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily large retailers, department stores, theatres, financial institutions and recreation or entertainment centers.	
B	Primarily small or specialty retailers, food and beverage establishments, beauty salons, nursery, floral, electronics and nightclubs.	
C	Primarily medical, professional or repair services, auto-related businesses.	
D	Construction, manufacturing, wholesale, hotels and motels, appliances and private learning institutions.	
E	Benevolent associations, non-profits and utility companies.	
F	Owner operated sole proprietor with no employees providing personal services.	
X	Apartment Buildings, government offices and public schools.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
70th Street		4800-5000	
Acorn Street	6138-6185		
Adams Avenue	6000-6100		
Campanile Drive		5000-5780	
College Avenue	4400-4800	4801-5198	
College Way	4527-4566		
El Cajon Boulevard		7101-7400	
El Cajon Boulevard	5800-7100	5468-5799	
Hardy Avenue		5700-5900	
Lindo Paseo		5700-5850	
Montezuma Place		5000-5700	
Montezuma Road		5500-6700	

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May 3, 2007

Office of Small Business  
1200 Third Avenue, Suite 1400  
San Diego, CA 92101

RE: Narrative of Proposed FY08 Activities

The College Area Business District is looking forward to another year full of healthy BID Activities to benefit the 500+ businesses in the College Area.

Activities include:

1. Monthly Newsletter
2. Current Website
3. Quarterly Business Mixers
4. 10,000 printed business directories
5. Business Vacancies Listing
6. Rolando Street Fair - Labor/Equip provided
7. Fall Fest Business Expo @ SDSU
8. The Boulevard BOO! Parade
9. Winter Season Celebration - Tree lighting/food drive
10. Quarterly Banner Program
11. Design Guidelines Marketing Project
12. Beautification Days - twice a year

These are the activities that will be constantly provided to the business owners and include small business advocacy and education at all times.

Sincerely,

Christina Vincent

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Diamond Business Improvement District**

Fund 10563

**Ordinance:** O-18540 adopted June 29, 1998 amending Ordinance  
No. O-18262 adopted February 20, 1996

**Advisory Board** Diamond Community Development Corporation  
5106 Federal Blvd # 207 San Diego CA 92105

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$14,617
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$3,000
Estimated Assessments to be collected in the Fiscal Year:	\$50,000
<b>Total Appropriation:</b>	<b>\$67,617</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$35,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$20,000
Publications/Printing (Brochures, Newsletters, Production)	\$2,500
Special Events	\$2,617
Design Improvements (Maintenance, Beautification, Clearing)	\$3,500
Consulting Services	\$2,000
Other	\$2,000
<b>Total Budgeted Expenditures:</b>	<b>\$67,617</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$70,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$500	\$300	
B	\$180	\$120	
C	\$100	\$80	
D	\$90	\$60	
E	\$80	\$60	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Diamond Business Improvement District**

Fund 10563

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily large retailers, department stores, theatres, financial institutions and recreation or entertainment centers.	
B	Primarily small or specialty retailers, food and beverage establishments, beauty salons, nursery, floral, electronics and nightclubs.	
C	Primarily medical, professional or repair services, auto-related businesses.	
D	Construction, manufacturing, wholesale, hotels and motels, appliances and private learning institutions.	
E	Owner operated sole proprietor with no employees providing personal services.	
X	Non-profits, apartment buildings, independent contractors providing beauty related services and home-based businesses.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
47th Street North	100-1650		
47th Street South		100-1000	
54th Street	1800-1962		
61st Street	400-500		
63rd Street	400-500		
69th Street	500-700		
Air Way	4500-4800		
Akins Avenue		5900-6700	
Churchward Street	5000-5150		
Euclid Avenue North	100-1913 excl. 1755		
Euclid Avenue South	100-1000		
Federal Boulevard	4500-5300		
Gateway Center Avenue	3600-3800		
Gateway Center Drive	700-800		
Gateway Center Way	600-1000		
Imperial Avenue	4400-6945		
Lisbon Street	6900-7000		
Lockridge Street	3900-4100		
Logan Avenue	4600-5150		
Market Street	3900-5000 excl. 4637	5001-5400	
Naranja Street		5000-5400	
Raven Street	400-500		
Whitmore Street	400-500		



Diamond Community Development Corporation  
5106 Federal Blvd. Suite 105  
San Diego, CA 92105

### Diamond Community Development Corporation

#### Narrative of Proposed BID Activities for FY2008.

1. Contract with Public Solutions Consultants, Inc. to provide community outreach and strategic planning for the formation of a MAD.
2. Assist city staff on proposed MAD creation.
3. Business developments activities i.e., Business Resource Center which will provide small businesses with information, tools, and resources.
4. Partnership with Webster Community Council for "Webster Summer Fest".
5. Partnership with Imperial Fest Committee.
6. Partnership with New ERAA 2007 Back to School Conference and Festival.
7. Taste of the Diamond.
8. Continue collaboration with financial institutions regarding financial literacy.
9. Improved cash flow through increased grant applications & alliances – 2008 -'09 target of \$1MM.

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Downtown Improvement Area**

Fund 10550

**Ordinance:** O-10774 adopted February 1, 1972 amending  
Ordinance No. O-10450 adopted December 1, 1970

**Advisory Board** Downtown San Diego Partnership, Inc.  
401 B Street # 100 San Diego CA 92101

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$21,466
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$5,000
Estimated Assessments to be collected in the Fiscal Year:	\$95,000
<b>Total Appropriation:</b>	<b>\$121,466</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$30,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$91,466
Publications/Printing (Brochures, Newsletters, Production)	\$0
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$121,466</b>
Estimated Contribution from Association Activities:	\$0

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$0		
B	2 x BTCF not to exceed [\$50 plus \$4 per employee]		
C	1 x BTCF not to exceed [\$25 plus \$2 per employee]		

**Assessment Categories**

Category	General Description	X = Exclusions
A	Manufacturing, wholesale, and public utilities.	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Downtown Improvement Area**

Fund 10550

- B Primarily retail, amusement, auto-related, barber and beauty salons, hotels, motels, parking structures, office buildings, laundry-related, resale, shoe repair and photography related.
- C Those businesses not included in Categories A or B.

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
10th Avenue	900-1399		
1st Avenue	900-1399		
2nd Avenue	900-1399		
3rd Avenue	900-1399		
4th Avenue	900-1399		
5th Avenue	900-1399		
6th Avenue	900-1399		
7th Avenue	900-1399		
8th Avenue	900-1399		
9th Avenue	900-1399		
A Street	100-999		
Ash Street	100-999		
B Street	100-999		
Broadway	100-999		
Broadway Cr	001-9999		
C Street	100-999		
E Street	100-999		
Horton Plaza	199		
Westgate Plaza	221		



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THE VOICE OF DOWNTOWN

Ms. Meredith Dibden-Brown  
Community and Economic Development  
City of San Diego  
Civic Center Plaza  
1200 Third Avenue, Suite 1400  
San Diego, CA 92101

Dear Ms. Dibden-Brown:

For the years 2007-2008 the Downtown San Diego Partnership has some ambitious plans to continue to promote and enhance the downtown business climate. Following are some initiatives we have planned and recent accomplishments of the Partnership:

#### Downtown Business Attraction Program

We are still working closely with the City's Economic Development Department, the Centre City Development Corporation (CCDC) and the Regional Economic Development Corporation (EDC) to promote a downtown business attraction program. We are working to create a regional focused program to attract more business downtown, with the overall goal to not only attract but retain business as-well.

#### Downtown Residential Marketing Alliance

Under the leadership of Sherman Harmer from Urban Housing Partners, we continue to promote and enhance downtown San Diego residential life. With the help of many of our downtown builders, we were able to recently sponsor a pavilion at Little Italy's Artwalk. Our hope is that, with programs like this and with continued efforts, we can assist the downtown residential community in growing.

#### Paradise in Progress

We continue to work closely with the City and other interested stakeholders to document infrastructure programs, events, and construction projects. With the use of a GIS computer program, we are able to communicate with the hundreds of people involved in the ongoing development of downtown.

#### Special Events

Our many special events include the Alonzo Awards, Golf Tournament, the Taste of Downtown and several luncheons throughout the year. Last year, our Alonzo awards were

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the highest ever in attendance with 530 people, and both our golf tournament and taste of downtown were sold out events.

#### Marketing/Communications

The Arts and Culture Committee is currently working on creating an Artwalk map that will be a guide for tourists and San Diego residents to all the public art in downtown San Diego. Like so many major cities who also use art maps, we are hoping it will highlight our cultured dynamic downtown.

Our Annual Report and monthly e-newsletters provide the downtown community with information about the myriad of happenings downtown, as well as showcasing our members and their activities. Our parking map is a useful tool to visitors and members.

In November, the Partnership held a City Initiatives Luncheon to discuss Propositions B and C, and to help support the Mayor in his efforts to get the city back on track. The panel of speakers included, San Diego City Councilmember Kevin Faulconer, Carl De Mayo of the Performance Institute, Norma Damashek of the League of Women Voters, and Donald Cohen of the Center on Policy Initiative.

#### Quality of Life

Our Social Services Directory, which was updated in February of 2007, provides quick references to downtown social service agencies, which is distributed throughout homeless shelters, hospitals, Clean & Safe ambassadors, and day centers.

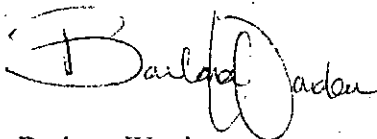
With the guidance of Kevin Casey, who serves as Vice-chair of the C-street advisory Committee, we continue to support the C-Street Master Plan. Since its establishment in 2004, with no funding, the Master Plan now has a \$2.1 million revitalization budget in effect.

The Partnership continues to be financial supporters of the Work Your Way Home Program. This program, coordinated by Traveler's Aid, gives the homeless a job and place to stay while they earn enough to purchase a bus ticket home.

Our transit pass program continues to grow as well; we have become the biggest private distributor of transit passes in the county. We now distribute over 830 passes per month and close to 10,000 per year.

As you can see we are devoted to the advancement of downtown as a place to live, work, and play.

Regards,

A handwritten signature in cursive script, appearing to read 'Barbara Warden', written in dark ink.

Barbara Warden  
President

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**El Cajon Blvd Central Business Improvement District**

Fund 10561

**Ordinance:** O-16919 adopted August 3, 1987**Advisory Board** El Cajon Boulevard Business Improvement Association  
3727 El Cajon Blvd San Diego CA 92105**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$16,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$90,000
Estimated Assessments to be collected in the Fiscal Year:	\$64,000
<b>Total Appropriation:</b>	<b>\$170,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$45,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$20,000
Publications/Printing (Brochures, Newsletters, Production)	\$15,000
Special Events	\$15,000
Design Improvements (Maintenance, Beautification, Clearing)	\$30,000
Consulting Services	\$32,000
Other	\$13,000
<b>Total Budgeted Expenditures:</b>	<b>\$170,000</b>
 Estimated Contribution from Association Activities:	 <b>\$12,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$75	\$60	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

## El Cajon Blvd Central Business Improvement District

Fund 10561

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
33rd Street		4200-4399	
34th Street		4200-4399	
35th Street		4200-4399	
36th Street		4200-4399	
37th Street		4200-4399	
38th Street		4200-4399	
39th Street		4200-4399	
40th Street		4200-4399	
41st Street		4200-4399	
42nd Street		4200-4399	
43rd Street		4200-4399	
44th Street		4200-4399	
45th Street		4200-4399	
46th Street		4200-4399	
47th Street		4200-4399	
48th Street		4300-4499	
49th Street		4300-4499	
51st Street		4300-4499	
52nd Street		4300-4499	
54th Street		4300-4499	
Alta Dena Avenue		4300-4499	
Central Avenue		4200-4399	
Chamoune Avenue		4200-4399	
Cherokee Avenue		4200-4399	
Copeland Avenue		4200-4399	
Dawson Avenue		4300-4499	
Dayton Street		4300-4499	
El Cajon Boulevard	3300-5399		
Estrella Avenue		4300-4499	
Euclid Avenue		4300-4499	
Fairmount Avenue		4200-4399	
Felton Street		4200-4399	
Highland Avenue		4200-4399	
Marcellena Road		4300-4499	
Marlborough Avenue		4200-4399	
McClintock Street		4200-4399	
Menlo Avenue		4200-4399	
Swift Avenue		4200-4399	
Van Dyke Avenue		4200-4399	
Wilson Avenue		4200-4399	
Winona Avenue		4300-4499	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**El Cajon Blvd Gateway Business Improvement District**

Fund 10551

**Ordinance:** O-16480 adopted July 29, 1985**Advisory Board** El Cajon Boulevard Business Improvement Association  
3727 El Cajon Blvd San Diego CA 92105**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$10,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$18,000
Estimated Assessments to be collected in the Fiscal Year:	\$32,000
Total Appropriation:	<b>\$60,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$20,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$11,000
Publications/Printing (Brochures, Newsletters, Production)	\$5,000
Special Events	\$5,000
Design Improvements (Maintenance, Beautification, Clearing)	\$8,000
Consulting Services	\$10,000
Other	\$1,000
Total Budgeted Expenditures:	<b>\$60,000</b>
Estimated Contribution from Association Activities:	<b>\$4,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$75	\$60	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**El Cajon Blvd Gateway Business Improvement District**

Fund 10551

**Street Ranges and Zones**

<b>Street</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
30th Street		4200-4399	
32nd Street		4200-4399	
Alabama Street		4200-4399	
Arizona Street		4200-4399	
El Cajon Boulevard	1800-3299		
Florida Street		4200-4399	
Georgia Street		4200-4399	
Hamilton Street		4200-4399	
Idaho Street		4200-4399	
Illinois Street		4200-4399	
Iowa Street		4200-4399	
Kansas Street		4200-4399	
Louisiana Street		4200-4399	
Mississippi Street		4200-4399	
Ohio Street		4200-4399	
Oregon Street		4200-4399	
Park Boulevard		4200-4399	
Texas Street		4200-4399	
Utah Street		4200-4399	

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## **Summary FY 2008 Proposed Activities**

### **Organizational:**

- Oversee association business and finance requirements.
- Expand and maintain the GIS (Geographic Information System).
- Recruit interested business owners into the organization and its committees.
- Continue production of a regular newsletter.
- Expand and upgrade the BIA websites.
- Oversee Mid City Community Parking District.

### **Promotions:**

- Market the Boulevard as a live, work, and shopping designation.
- Initiate regular business member mixers and events.
- Promote the Boulevard's historic context, including its designation as Historic Route 80.
- Support the Annual Chinese, Vietnamese, and Cambodian New Year Celebrations.
- Coordinate the annual holiday bridge lighting along the I-805 and Route 15 freeways.
- Continue the Boulevard street-banner sponsorship program.
- Support complimentary events and activities of adjacent community organizations.
- Produce and maintain a member business directory, including an on-line version.
- Develop an on-line monthly electronic bulletin.
- Develop a feature that highlights member businesses in the various publications.
- Investigate the use of promotional ads in community-based publications.
- Develop and implement a public art program along the Boulevard.

### **Design:**

- Maintain the Boulevard medians and enhance accent lighting.
- Market the City's Storefront Improvement Program to interested businesses.
- Continue tree planting along the Boulevard and adjacent side streets.
- Continue placement of ornamental streetlights along the Boulevard and side streets.
- Repair and replace deteriorated sidewalks from Fairmount Avenue to 54<sup>th</sup> Street.

### **Economic Restructuring:**

- Facilitate infill development activity.
- Bring enhanced BRT transit service to the Boulevard and along Route 15.
- Increase availability of on-street and off-street parking.
- Facilitate Pilot Village implementation.
- Facilitate the increased use of small business financial assistance programs.
- Facilitate new business and employment development along the Boulevard.
- Identify public resources necessary to facilitate appropriate infill development.

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Gaslamp Business Improvement District**

Fund 10555

**Ordinance:** O-17664 adopted July 15, 1991 amending Ordinance  
No. O-15647 adopted January 4, 1982

**Advisory Board** Gaslamp Quarter Association, Inc.  
614 Fifth Avenue # E San Diego CA 92101

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$12,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$30,000
Estimated Assessments to be collected in the Fiscal Year:	\$76,000
<b>Total Appropriation:</b>	<b>\$118,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$68,400
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$35,600
Publications/Printing (Brochures, Newsletters, Production)	\$3,000
Special Events	\$5,000
Design Improvements (Maintenance, Beautification, Clearing)	\$6,000
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$118,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$292,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$0		
B	[\$100 plus \$2 per employee] not to exceed \$250		
C	[\$140 plus \$4 per employee] not to exceed \$250		

**Assessment Categories**

Category	General Description	X = Exclusions
A	Non-profits.	



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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Gaslamp Business Improvement District**

Fund 10555

- B Manufacturing, auctioneers, storage facilities, utilities, labs, secretarial or accounting services, film and video production, credit collection, and emergency vehicle operators.
- C Primarily retail or supply businesses, repair, restaurants, theatres, arcades, services, schools, hotels, motels, and parking lots.

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
4th Avenue	500-599 even		
4th Avenue	100-999 odd		
5th Avenue	100-999		
6th Avenue	100-999 even		
Broadway	400-599 odd		
Dr Martin Luther King Way	400-599		
E Street	400-599		
F Street	400-599		
G Street	400-599		
Island Street	325-599		
J Street	400-599		
K Street	400-599		
L Street	400-599		
Market Street	400-599		

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April 30, 2007

shop • dine • play  
**Narrative of Proposed Activities  
For FY2008**

**To: The Office of Small Business**  
**From: David Cohn, Chair**  
**RE: GQA 2007-2008 Program of Work**

The Gaslamp Business Improvement District is proud of its many accomplishments this past year and we look forward to new opportunities and challenges in FY 2006-2007. Many of our accomplishments are made possible with the support of our volunteer Board, Committees and members.

The Gaslamp Quarter Association has planned and worked diligently to create a positive economic climate for our merchants, an outstanding experience for our guests and a highly desirable community in which to; celebrate, work, and visit. The Gaslamp Quarter is the premier Dining, Entertainment, and Shopping destination in Southern California.

**Program of Work for 2007-2008**

We will continue to advocate the use of revenues secured from parking meters to continue the plan of constructing new parking structures and creating traffic mitigation programs for the benefit of employees, customers and residents. To further the development of additional structures, the GQA will continue its marketing program to promote the existing public structures (6<sup>th</sup> & K Parkade and Park-it-on-Market North) and keep pressure Downtown Parking District/CCDC to finalize the development agreement to begin the construction on the proposed structure at 7<sup>th</sup> & Market. Our important position on the *Downtown Parking Management Group* is essential to the development and implementation of innovative short and long-term solutions to the parking management problems in downtown San Diego. The DPMG has been created by District two in response to the recommendations made by the *Parking Management Task Force* in its comprehensive traffic management plan for the City of San Diego. Test areas for extended time, rate variations and new technology have commenced, and we continue to collect and analyze data on methods to stimulate meter usage in under utilized areas. In 2007-2008, we will be actively involved in the expansion of the program to areas throughout the downtown area. We will also work the Mayor's staff to mitigate the possible impacts created by the potential increase in the duration of metered on-street parking within our district.

The GQA will continue to work with its downtown partners to create pedestrian friendly areas and safe walking corridors to and from the residential neighborhoods that surround the district. The comprehensive Gaslamp infrastructure improvement

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plan that we have been working so diligently with CCDC over the past year, is nearing its completion, with only a dozen "gaslamps" remaining on the upgrade list. The project has resulted in the removal of unnecessary or inappropriate street furniture in the public right-of-way has already begun to show great benefit to the businesses. With the passing of a new News-rack permit/regulation Ordinance and enforcement expected to begin by mid summer we look forward to a safer district for pedestrian transit and enhanced experience for our guests. We will be active with both the City's Neighborhood Code Compliance and the Downtown Partnership's Clean & Safe program to see that enforcement is made a priority in the entire downtown area.

It is also the goal of the Association in 2007-2008 to explore the possibilities in developing two potentially important programs to lesson parking demand and traffic congestion.

- 1) Employee parking and shuttle plan
- 2) Comprehensive downtown pedestrian way-finding system

Both have the potential to encourage drivers to consider parking further from the heart of our business district and reduce the demand for the severely impacted on-street parking resources within our district.

Building on the marketing successes of last year's Padres' season, the Gaslamp Quarter Association has once again become a major sponsor of the 2007 *Compadres* program and will be involved in several other promotions to residents and ballpark attendees to attract a new game-day audience for our fine-dining establishments. This will include the continued effort to support the scheduling of day games through promotion and advocacy by the GQA.

Major events to be sponsored by the GQA in 2007-2008 include our signature event *Mardi Gras*, San Diego's largest single one day event, the *Michael Jon Hogue Memorial Golf Tournament*, the *Taste of the Gaslamp*, the *Lamplighter Awards and Auction*, and the newly acquired *KIFM Smooth Jazz Festival*. It is our goal to redesign this 30 plus year event to include the visual and culinary arts to make it the signature event for the entire region. During the year we will coordinate workshops and town halls for the membership and surrounding community on an as needed basis.

Last year we produced 250,000 new four-color rack cards to better feature the retail and daytime professional services available in the Gaslamp Quarter and increase the visibility of all of our establishments while doubling our "brochure rack" exposure in hotels and visitor centers. This year we will build on that success by publishing "G Magazine", an expanded brochure to create a directed informational piece that will brand the Gaslamp Quarter and its merchants. Its' sophisticated design and layout will serve to create a distinctly "Gaslamp" presentation that will be distributed throughout the city through traditional and non-traditional hospitality outlets. We will increase our promotional programs to include a "Holiday" promotion this December. To better achieve our Marketing goals, the GQA is continuing into the third year of our Strategic Marketing Plan, "San DieGO Downtown!" that focuses on the downtown area in a holistic fashion, highlighting the diverse dining, shopping and entertainment options available to residents and visitors alike. Developed with seed funding by the GQA, the plan is supported through funding by key downtown stakeholders.

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The Board of Directors accepts its leadership role in setting a program of work for the year as well as its financial responsibility to wisely use the money entrusted to it. Our annual Board retreat will be held in late July. All members of the Association are encouraged to take an active role through town hall, committee, task force and board involvement.

If you have questions regarding this **Program of Work for 2007-2008** or need additional information, please contact Jimmy Parker at (619) 233-5227 or visit us at [www.gaslamp.org](http://www.gaslamp.org).

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Hillcrest Business Improvement District**

Fund 10565

**Ordinance:** O-17340 adopted September 11, 1989 amending  
Ordinance No. O-16230 adopted June 25, 1984

**Advisory Board** Hillcrest Business Improvement Association, Inc.  
P.O. Box 3714 San Diego CA 92163

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$21,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$15,000
Estimated Assessments to be collected in the Fiscal Year:	\$95,000
<b>Total Appropriation:</b>	<b>\$131,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$40,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$17,000
Publications/Printing (Brochures, Newsletters, Production)	\$12,500
Special Events	\$7,000
Design Improvements (Maintenance, Beautification, Clearing)	\$42,500
Consulting Services	\$4,000
Other	\$8,000
<b>Total Budgeted Expenditures:</b>	<b>\$131,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$18,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$115	\$75	
B	\$75	\$55	
C	\$45	\$30	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, resale, bars and restaurants, dance, exercise or health studios, financial institutions, theatres, hotels and motels.	

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Hillcrest Business Improvement District**

Fund 10565

B Primarily service providers and utility companies.

C Primarily services, accountants, secretarial services, hair salons and barbers, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
10th Avenue	3850-3999	3700-3849	
1st Avenue		3700-4099	
3rd Avenue		4050-4149	
3rd Avenue	3650-4049	3600-3649	
4th Avenue	3700-4049	3400-3699	
4th Avenue		4050-4149	
5th Avenue	3700-4049	3400-3699	
5th Avenue		4050-4149	
6th Avenue	3700-4049	3400-3699	
6th Avenue		4050-4149	
7th Avenue		3950-4099	
7th Avenue	3850-3949	3600-3849	
8th Avenue	3850-3949	3600-3849	
8th Avenue		3950-4099	
9th Avenue		3950-4099	
9th Avenue	3850-3949	3600-3849	
Anderson Place		500-599	
Blaine Avenue		1400-1599	
Brookes Avenue		300-699	
Centre Lane		3900-3999	
Centre Street		3750-3900	
Cleveland Avenue	900-1299	1300-4099	
Essex Street		900-1799	
Evans Place	500-599		
Front Street		3700-4099	
Herbert Street		3700-3899	
Ivy Lane		500-599	
Lewis Street		100-999	
Lewis Street West		100-199	
Normal Street		3900-3999	
Park Boulevard	3750-3999		
Pennsylvania Avenue		650-799	
Pennsylvania Avenue	300-649	100-299	
Pennsylvania Avenue West		100-199	
Richmond Street	3850-4049	3700-3849	
Robinson Avenue	300-649	100-299	
Robinson Avenue	1750-1849		

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FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Hillcrest Business Improvement District**

Fund 10565

Robinson Avenue		650-1749
Robinson Avenue West		100-199
University Avenue	100-1799	
University Avenue West	100-199	
Upas Street		300-699
Vermont Street		3800-3899
Walnut Avenue		300-699
Washington Street		600-999
Washington Street	300-599	100-299
Washington Street West		100-199

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**HILLCREST ASSOCIATION  
3737 FIFTH AVE SUITE 202  
SAN DIEGO CA 92103**

May 1, 2007

Meredith D. Brown, Director  
Office Small Business  
1200 Third Ave 14 Floor  
San Diego CA 92101

**HILLCREST BID ACTIVITIES FY 2008**

1. Farmers Market every Sunday at DMV from 9:00 a.m. to 1:00 p.m.
2. Sell Parking Meter Cards, refilling parking meters
3. Coordinate neighborhood activities for local events, store openings, tours by elected officials and general interest groups
4. Coordinate activities of the Business Ambassadors Walking Patrol
5. Work on implementation of Phase III of the Normal Street Median Improvement Project from University to Blaine Street
6. Coordinate bi-monthly watering and landscape activities of the contractor for 99 trees in the BID
7. Write articles for quarterly newsletter "Hillcrest Highlights" and mail them.
8. Coordination of anti-graffiti and bi-monthly cleanup activities in the BID
9. Correspondence of the BID as needed
10. Participation in committee activities of the Association, Uptown Law Enforcement Committee, Uptown Planning Committee, Uptown Partnership, SBAB, and BID Council.
11. Coordination and support of Special Events for the BID (Mardi Gras, Taste of Uptown, Book Fair, CityFest, December Nights and Holiday Promotion).

**SPECIAL EVENTS**

**2008**

June 3 – Rock N Roll Marathon Water Station #1

June 10 -- Hillcrest Book Fair (support)

August 12 -- CityFest – a street festival

October 9 -- Annual Meeting

November 23 to December 22 – Holiday Promotion

**2007**

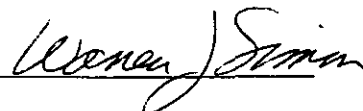
February 5, 2008– Mardi Gras Festival

April 19-- Taste of Uptown

June 8—Hillcrest Book Fair

August 10 -- CityFest

Warren J Simon, Executive Director





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June 12, 2007

Meredith Dibden Brown  
Manager  
The City of San Diego  
Office of Small Business  
Civic Center Plaza  
1200 Third Avenue  
Suite 1400, MS 56D  
San Diego, CA 92101

Dear Meredith:

Per your request, below is a brief narrative of our proposed activities for FY 2008:

- **Clean & Safe Program (Maintenance Assessment District)**

We will continue to manage our MAD contract and implement maintenance and security services through FY08. Special emphasis will be place and graffiti and crime prevention strategies and initiatives. We will also investigate the possibility of providing services in-house.

- **CDBG Grants**

We will continue to implement 4 CDBG grants:

1. City Heights Community Sign Design
2. Bus Shelter Purchase and Installation
3. Utility Box Painting Program
4. City Heights Business Market Analysis

- **Storefront Improvement Program**

We will continue to work with the City's Storefront Improvement Program to increase the number of businesses improving their storefronts. We will be investigating alternatives to the City's SIP that may facilitate higher participation.

- **Marketing & Special Events**

Our marketing and special events will include:

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1. Quarterly business mixers
2. Annual awards banquet
3. Street light banner program
4. Quarterly newsletter
5. WEB Site
6. Sponsoring the International Village Celebration and other community events
7. Sponsor Educational Business Workshops

- **Member Services & Education**

We will continue to provide counseling and advocacy services for our members.

- **Administration**

General administrative duties will increase in FY2008 due to program growth.

- **Board and Staff Development**

The Board will be implementing our strategic and marketing plans as well as adoption of the Main Street committee model.

- **Fundraising**

A significant amount of the ED's time will be spent on seeking additional sources of revenue in order to expand programs and services.

This is a brief summary of our proposed activities for FY 2008. We expect that our activities for the year will significantly exceed the list above and we will keep you informed through our regular reimbursement reports as well as through our quarterly newsletter. Please call me should you have any questions or need additional information.

Sincerely,

Enrique Gandarilla  
Executive Director

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FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**La Jolla Business Improvement District**

Fund 10559

**Ordinance:** O-17803 adopted July 14, 1992 amending Ordinance  
No. O-17458 adopted April 16, 1990

**Advisory Board** Promote La Jolla, Inc.  
P.O. Box 9047 San Diego CA 92038

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$15,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$30,000
Estimated Assessments to be collected in the Fiscal Year:	\$186,000
<b>Total Appropriation:</b>	<b>\$231,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$83,750
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$35,000
Publications/Printing (Brochures, Newsletters, Production)	\$10,000
Special Events	\$13,750
Design Improvements (Maintenance, Beautification, Clearing)	\$38,500
Consulting Services	\$3,000
Other	\$47,000
<b>Total Budgeted Expenditures:</b>	<b>\$231,000</b>
 Estimated Contribution from Association Activities:	 <b>\$20,000</b>

*This Association also undertakes maintenance and improvements in the public right-of-way under the terms of Agreement C-04444, recorded November 6, 1992.*

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$350	\$300	\$150
B	\$300	\$250	\$100
C	\$65	\$55	\$45

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**La Jolla Business Improvement District**

Fund 10559

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail general, variety and specialty.	
B	Auto rentals, furniture and appliance sales, photo studios, video equipment and rentals, printing, publishing, and audio sales.	
C	Primarily service related, entertainment-related, theatres, parking lots and fitness facilities.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
Bishops Lane			7730-7748
Cave Street			1216-1315
Coast Boulevard	100-1327		
Fay Avenue	7761-7855	7500-7760	
Girard Avenue	7600-8040	7500-7599	7400-7499
Herschel Avenue		730-7399	
Herschel Avenue		7800-7966	7400-7799
Ivanhoe Avenue		7900-7979	
Ivanhoe Avenue		1910-7699	7700-7899
Kline Street		900-1135	709-899
La Jolla Boulevard			7345-7607
Pearl Street			410-1014
Prospect Place	7982		
Prospect Street	781-1445		230-780
Roslyn Lane			1200-1299
Silver Street			705-747
Silverado Street			1100-1296
Silverado Street		901-1099	715-899
Torrey Pines Road			1000-1199
Wall Street		1006-1140	

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**FY 2008  
LA JOLLA  
BUSINESS IMPROVEMENT DISTRICT/STREETSCAPE AGREEMENT  
PROGRAM NARRATIVE\***

**PROMOTIONS:**

Professionally Written Stock Articles for Travel Publications	Cost Estimate
Operations of Visitors Information Center	staff time
Marketing of VIC	* TOT/EDTS GRANT
Guide Tours of Business District	5,000
Signature Event La Jolla Motorcar Classic	staff time
Signature Event La Jolla Gallery and Wine Walk	10,000
Provide partners support to Movies by the Sea- LJ Park and Rec. event	3,750
Print and or Television Marketing Campaign	4,000
Newsletter	5,000
Holiday Promotions	5,000

**DESIGN:**

Sidewalk Cleaning and Trash Removal, Weed Control	7,000
Tree and Potted Plant Installations and Trimming	25,000
Maintenance, Installation and Donation of Street Furniture to City	1,500
Create Community Identification Gateway Signage	8,000
Holiday Street Pole Decoration	10,000
Street Light Improvements	city project staff assistance
Banners- Tourist District Seasonal and Event Related	8,000
Median Improvements	4,000

**ECONOMIC DEVELOPMENT:**

Support the Community Parking District Subcommittee	inc. in staffing and rent
Identify Funding Sources for Parking Garage	community
Site and Build Parking Garage Future Project Development	1,000
Install Universal Parking Directional Signs	1,500
Create Community Directional Sign Program	5000
Site a La Jolla Conference Center to attract conventioners	staff time
Research longer term special event series	staff time

**ORGANIZATION:**

Governmental Advocacy	staff time
Member Benefits	4,000
Office Rental, Supplies, Equipment	35,000
Staff Operations and Sub Contractors	83,750
Accounting and Legal	4,500
SUBTOTAL	231,000
Association Activities	20,000

251,000

Association undertakes maintenance and improvements in the public right-of-way under terms of Agreement C-04444, recorded November 6, 1992.

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Little Italy Business Improvement District**

Fund 10556

**Assessment Categories**

Category	General Description	X = Exclusions
A	Manufacturers with 1,000 or more employees.	
B	Financial Institutions, major theatres, major utilities, hotels and resorts with 100 or more rooms.	
C	Retail oriented businesses which will gain the most direct benefit from increased commercial traffic and hotels motels with 99 rooms or less.	
D	Other retail and services businesses expected to derive a lesser benefit.	
E	Professional service providers.	
F	Manufacturers with less than 1,000 employees, wholesale, construction and non-profits.	
X	Independent contractor beauticians and home based businesses.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
A Street West		200-1200 even	
Ash Street West	200-1200		
Beech Street West	200-1200		
California Street	1400-2500		
Cedar Street West	200-1200		
Columbia Street	1300-2500		
Date Street West	200-1200		
Elm Street West	200-1200		
Fir Street West	400-1200		
Front Street	1300-1700 even		
Grape Street West	500-1200		
Harbor Drive	1400-2500		
Hawthorne Street West	600-1200		
India Street	1300-2500		
Ivy Street West	700-1200		
Juniper Street West	700-1200		
Kalmia Street West	800-1200		
Kettner Boulevard	1320-2500		
Laurel Street West	600-1300 odd		
Pacific Highway	1400-2500		
State Street	1300-2200		
Union Street	1300-1800		

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## **Little Italy Association FY 2008 Proposed Activities**

### Organization Committee

- Provide monthly financial reports
- Review day-to-day activities of the Little Italy Board of Directors
- Interface with District 2 Council Rep, County Supervisor Rep, and Assemblymember Rep
- Interface with CCDC on development issues
- Hold bi-monthly Board meetings at Our Lady of the Rosary Church
- Seek out and pursue grants from local and national agencies
- Work with local agencies on Little Italy Education Center
- Implement parking district contract with CCDC

### DISI Committee

- Work with CCDC on installation of Gateway signs
- Design of five more famous Italian-American banners
- Maintain Piazza Basilone War Memorial
- Designate additional Piazzas throughout the district and identify with signage
- 13<sup>th</sup> Annual Little Italy Festa to be held on Saturday & Sunday October 6-7, 2007
- Continue to produce and distribute Little Italy district Walking Maps
- Holiday Tree Lighting to be held on Saturday, December 1, 2007
- Continue to update and improve the Little Italy web-site:  
[www.LittleItalySD.com](http://www.LittleItalySD.com)
- Host Stickball Tournaments throughout the year
- Carnevale Venetian Masquerade Festival in March
- Opera at Dusk – rotating opera performances on four Saturdays in the fall
- Develop a Cruise Ship Task force
- Work with CCDC on Trolley Stop design & way-finding system

### Land Use Committee

- North Embarcadero Planning
- Work with County of SD on development of parking lot at Kettner & Cedar
- Administration of Enhanced Maintenance Assessment District
- Homeless intervention with SDPD
- Graffiti Paint-out program
- Clean and sweep streets in Little Italy district
- Work with Airport Authority on noise overlay zone
- Work with Neighborhood Plan Consultant and CCDC on public amenities
- Work with state and local agencies on proposed Bullet Train

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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1668 COLUMBIA ST • SAN DIEGO, CA 92101  
(619) 233-3898 • FAX (619) 233-4866  
ROSIE@LITTLEITALYSD.COM • WWW.LITTLEITALYSD.COM

000006

## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Mission Hills Business Improvement District**

Fund 10558

**Ordinance:** O-17229 adopted January 30, 1990**Advisory Board** Mission Hills Business Improvement District  
4019 Goldfinch Street # 106 San Diego CA 92103**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$10,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$10,000
Estimated Assessments to be collected in the Fiscal Year:	\$30,000
<b>Total Appropriation:</b>	<b>\$50,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$25,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$3,500
Publications/Printing (Brochures, Newsletters, Production)	\$5,000
Special Events	\$2,000
Design Improvements (Maintenance, Beautification, Clearing)	\$10,000
Consulting Services	\$2,000
Other	\$2,500
<b>Total Budgeted Expenditures:</b>	<b>\$50,000</b>

Estimated Contribution from Association Activities: \$0

**Schedule of Assessments***Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$70	\$60	
C	\$50	\$30	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	



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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Mission Hills Business Improvement District**

Fund 10558

B Bars &amp; taverns, dance, exercise or health studios, farm &amp; garden, hair salons &amp; barbers, and spas.

C Bars &amp; taverns, dance, exercise or health studios, farm &amp; garden, hair salons &amp; barbers, and spas.

**Street Ranges and Zones**

<b>Street</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
Albatross Street	3959-4089		
Brant Street	3936-4090		
Dove Street	3911-4026		
Eagle Street	3926-4025		
Falcon Street	3103-4196		
Fort Stockton Drive	818-1112		
Goldfinch Street	3730-4070		
Hawk Street	3914-4019		
Ibis Street	4010-4285		
India Street		3033-3753	
Ingalls Street		4011-4190	
Jackdaw Street		3900-4300	
Lark Street		4016-4067	
Lewis Street West		328-1753	
Palmetto Way		4111-4212	
Randolph Street		4069-4222	
Reynard Way		3003-3680	
Stephens Street		4081-4125	
Sutter Street		1111-1112	
University Avenue West	300-1025		
Washington Street West	228-1794		



## **MISSION HILLS BUSINESS IMPROVEMENT DISTRICT**

**"Mission Hills First"**

### **Narrative of Proposed Activities For FY2008**

**Mission:** Develop, promote and enhance a positive Mission Hills experience for our businesses, residents and visitors.

Our goal is to stimulate local residential support for Mission Hills businesses and explore innovative ways to help member businesses promote, advertise and increase market share. Provide a support network and a unified voice for the small businesses in Mission Hills.

#### **Proposed Activities:**

- Keep our business members aware of planned government policy changes that will affect them. This will be accomplished through notices and newsletters.
- Support revitalization efforts for a vibrant Mission Hills
- Foster strong, positive communication between business owners and residents.
- Publish a Mission Hills Business Directory. The Business Directory will be distributed to all of the Mission Hills businesses and local residences.
- Improve the Mission Hills BID web site.
- Oversee the current Washington Street and San Diego Avenue median and Mission Hills Entry Monument Project to completion.
- Plan on a second Entry Monument at Front Street and Washington.
- Stage civic events to benefit Mission Hills BID and the community.
- Publish quarterly newsletter informing members of events, BID activities, new businesses, promotional opportunities and information beneficial to BID members.

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<b>FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION</b> <b>North Park Business Improvement District</b> Fund 10553
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**Ordinance:** O-16481 adopted July 29, 1985

**Advisory Board** North Park Organization of Businesses, Inc.  
 3076 University Avenue San Diego CA 92104

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$15,500
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$1,500
Estimated Assessments to be collected in the Fiscal Year:	\$20,500
<b>Total Appropriation:</b>	<b>\$37,500</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$20,250
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$2,750
Publications/Printing (Brochures, Newsletters, Production)	\$2,750
Special Events	\$750
Design Improvements (Maintenance, Beautification, Clearing)	\$10,250
Consulting Services	\$0
Other	\$750
<b>Total Budgeted Expenditures:</b>	<b>\$37,500</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$1,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$70	\$60	
B	\$50	\$40	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

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**FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION**

**North Park Business Improvement District**

Fund 10553

**Street Ranges and Zones**

<b>Street</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
29th Street		3800-3899	
30th Street	3800-3999		
31st Street		3800-3899	
32nd Street		3800-3999	
Bancroft Street		3800-3999	
Boundary Street		3800-3999	
Granada Street		3800-3899	
Grim Street		3800-3899	
Herman Street		3800-3899	
Illinois Street		3900-3999	
Iowa Street		3900-3999	
Kansas Street		3900-3999	
Lincoln Avenue		2750-3299	
North Park Way		2850-3299	
Ohio Street		3900-3999	
Ray Street		3800-3899	
University Avenue	2750-3299		
Utah Street		3800-3999	

000901

**NORTH PARK MAIN STREET**  
**3076 University Avenue**  
**San Diego, CA 92104**

May 2, 2007

Meredith D. Brown, Director  
Office of Small Business  
1200 Third Avenue, 14th Floor  
San Diego, CA 92101

**North Park Main Street BID Activities FY 2008**

1. Host monthly Board of Directors Meetings.
2. Host monthly Promotions Committee, Economic Restructuring, and Design Committee Meetings.
3. Expand the BID to increase geographic area and increase ability to assist with small business in the region. New proposed boundaries will include University Avenue from Boundary Street to Georgia Street and 30<sup>th</sup> Street from Herman Street to Thorn Street.
4. Work with the Redevelopment Agency on Project Area, including the Parking Garage, the North Park Theater, La Boheme Condos, and the District 3 Library.
5. Organize and host annual Festival of the Arts event on the 3<sup>rd</sup> Sunday in May from 10am-6pm.
6. Work with the North Park Lions Club to organize the annual Toyland Parade.
7. Organize a "Taste of North Park" event.
8. Assist with planning of, and attend monthly Ray at Night event on the 2<sup>nd</sup> Saturday from 6:00pm-10:00pm.
9. Host the North Park Farmers Market every Thursday evening from 3:00pm to 7:00pm.
10. Coordinate community activities including cleanups, tours by elected officials, informational meetings with new businesses, and historic walking tours.
11. Host monthly "walk about" tours of the Business District with residents, businesses, and tourists.
12. Write and publish quarterly newsletter, the North Park Way.
13. Regular correspondence with businesses and property owners.
14. Participation in North Park committees including: Western Division of the SD Police Department, City Attorney's Office, Greater North Park Community Planning Committee (and Urban Design/Project Review Subcommittee), North Park Redevelopment Project Area Committee, BID Council, Parking Garage Art Committee, North Park Community Association (and History Subcommittee)
15. Meet each month with local BIDs (Hillcrest, Adams Ave, El Cajon Blvd, and City Heights) to strategize on collaborative projects and learn from our colleagues.
16. Support local BIDs with event planning and execution, including Roots Festival, Adams Avenue Street Fair, December Nights, and Mardi Gras.
17. Work on Historic Building Registry for North Park.

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<b>FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION</b> <b>Ocean Beach Business Improvement District</b> Fund 10557
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**Ordinance:** O-17248 adopted February 21, 1989

**Advisory Board** Ocean Beach Merchant's Association, Inc.  
 1868 Bacon Street San Diego CA 92107

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$3,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$2,500
Estimated Assessments to be collected in the Fiscal Year:	\$24,000
<b>Total Appropriation:</b>	<b>\$29,500</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$29,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$0
Publications/Printing (Brochures, Newsletters, Production)	\$0
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$500
<b>Total Budgeted Expenditures:</b>	<b>\$29,500</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$285,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$65	
B	\$70	\$55	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, laundry-related and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, and non-profits.	

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FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

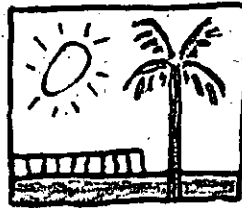
**Ocean Beach Business Improvement District**

Fund 10557

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
Abbott Street		1901-1969 odd	
Bacon Street		1821-1976	
Cable Street		1850-1976	
Narragansett Avenue		4783-4819 odd	
Newport Avenue	4800-5099		
Niagara Avenue		4796-5098 even	
Niagara Avenue		4975-5099 odd	
Niagara Avenue		4781-4825 odd	
Santa Monica Avenue		4800-5099	
Sunset Cliffs Boulevard		1769-1976	

O C E A N



B E A C H

## MAINSTREET ASSOCIATION

The OBMA sponsors many special events for the enjoyment of residents and visitors. These events include an award winning *Weekly Farmer's Market*, *The Annual Ocean Beach Street Fair & Chili Cook-off*, *Ocean Beach Fireworks off the Pier*, partnering with Jazz 88 for the *Jazz 88 Ocean Beach Jazz Festival*, partnering with the Ocean Beach Town Council for *The O.B. Food & Toy Drive* and *The Restaurant Walk*, and partnering with the OB Antique Association for the *Antique Faire & Classic Car Show*.

### Calendar of Events:

The following is a list of Ocean Beach events that the OBMA sponsors or supports:

## 2007

**June 23rd, 2007 - \*28th Annual Ocean Beach Street Fair & Chili Cook-off Festival**

**July 4th, 2007 - \*28th Annual Ocean Beach Fireworks off the Pier**

**September 9th, 2007 - \*3rd Annual Jazz 88 Ocean Beach Jazz Festival**

**September 29th, 2007 - \*OB Oktoberfest**

**November 13th, 2007 - \*Restaurant Walk**

**November 27th, 2007 - Christmas Tree arrives in town**

**November 29th, 2007 - OB Tree Auction**

**December 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup> 2007 - OB Holiday Craft Fair**

**December 1<sup>st</sup>, 2007 - \*OB Christmas Parade**

## 2008

**Wednesdays, 2008 - \*Weekly Farmers Market 4pm-7pm Winter, 4pm-8pm**

**June 2008 - \*29th Annual Ocean Beach Street Fair & Chili Cook-Off Festival**

**July 4th, 2008 - \*29th Annual Ocean Beach Fireworks off the Pier**

**September, 2008 - \*OB Jazz Festival**

**September, 2008 - \*OB Oktoberfest**

**Nov. – Dec. – OB Holiday Events**

\*denotes events sponsored/co-sponsored by the OBMA

***Please check our website for the updated  
Calendar of Events  
OceanBeachSanDiego.com***

1868 BACON STREET, SUITE A, SAN DIEGO, CA 92107

PH (619)224-4906

FAX (619)224-4976

Email: obbid@nethere.com



000005

## **PROPOSED ACTIVITIES FY 2007-2008**

The Ocean Beach MainStreet Association is excited about the many projects for the upcoming year. To facilitate these proposed projects, we have forged many partnerships with other community organizations in order to better serve our membership and the community at large. The following is a listing of the activities by committee:

### **The Organization Committee**

The Organization Committee is comprised of the elected Executive Board of Directors of the OBMA. This executive committee oversees matters that deal with staff, board advancement, business mixers, and other major decisions.

**Current Committee Chair: Mike Akey, President**

**Current Meeting Time: As decided by President**

This strong committee will be handling the following issues in the coming year:

- Community Development Block Grant
- County & City TOT
- Monthly/Quarterly Merchant Meetings
- Review Staff Roles & Responsibilities
- Review Committee workplans and work with committee heads
- Annual Meeting and Awards
- Establish list of potential fundraising opportunities

### **The Design Committee**

The Design Committee is comprised of members of the OBMA Board of Directors as well as other business owners & residents in the Ocean Beach Community. They are committed to public improvement projects and the storefront improvement projects, as well as any other projects in the Ocean Beach Business District that focus on elements of design.

**Current Committee Chair: Beth Turner, Jungle Java**

**Current Meeting Time: First Tuesday of the Month, 8:30 am**

This dynamic committee will be tackling the following projects in the coming year:

- Repainting curb planters (yearly)
- Expanding ashcan project (monthly)
- Expanding Tile Project - Phase 9 (Community Fundraiser)
- Purchasing & installing holiday decorations for the main street
- Managing our Public Improvement & Revitalization Project
- Façade Rebate Program
- Community Walk About to identify repairs needed within the business district.
- Updating an Ocean Beach Design Guidelines Brochure
- Design Historic landmark project (fundraiser)
- Repair and redesign Veterans Plaza

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### **The Promotion Committee**

The Promotion Committee is comprised of members of the OBMA Board of Directors as well as other business owners in the Ocean Beach Community. This committee is dedicated to the creation, implementation and promotion of special events, advertising campaigns and the Ocean Beach website: [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com).

Current Committee Chair: Cordelia Mendoza, Cottage Antiques

Current Meeting Time: 1<sup>st</sup> Friday of the Month, 8:00 am

This enthusiastic committee will be working on the following projects in the coming year:

- Oversight of the OBMA website – making it more user friendly and interactive
- Developing ways to reach new visitors and residents through sign up lists on the web
- Developing a tighter budget for print advertising – set up a more comprehensive schedule for ads and dual purpose advertising
- Developing new promotional items to use as fundraisers.
- Oversight of OBMA Newsletter
- Developing a raffle project for the OB Street Fair event & OB Oktoberfest
- Developing a community pride campaign
- Update OBMA Merchant Handbook
- Holiday Campaign (Nov-Dec-Jan)
- Promoting and publishing the OB Local Business Directory

### **The Economic Restructuring Committee**

The Economic Restructuring Committee is comprised of members of the OBMA Board of Directors as well as other business owners in the Ocean Beach Community. This committee's focus is the economic well-being of the Ocean Beach business district, including business retention, business recruitment and cost analysis studies.

Current Committee Chair: Heather Clarke, Union Bank

Current Meeting Time: 2<sup>nd</sup> Wednesday of the Month, Noon

This hardworking committee will be addressing the following issues in the coming year:

- Parking lots and spaces which are under-utilized and mis-marked.
- URM – putting property owners, businesses owners, city staff and construction firms together.
- Develop continuing education on subjects affecting business owners.
- Develop a series of questionnaires regarding appropriate business and community issues that affect business in the district.
- Develop a business recruitment packet
- Oversight of the Community Crime Prevention Sub-Committee in response to merchant needs.
- Update needs in the MAD that can be met within funding limitations
- ADA related issues for private property and public walkway.

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### The Finance Committee

The Finance Committee is comprised of members of the OBMA Board of Directors. This additional committee was formed for the sole purpose of clarifying budget matters and giving necessary additional attention to the OBMA accounting matters.

Current Committee Chair: Mike Stifano, Winstons

Current Meeting Time: Monthly before Board meeting as decided by members

This small committee will be working to provide the following in the coming year:

- Oversight of finances
- Publish year end financials
- Develop a working budget for all special events

### The Four (Plus One) Committee Approach:

The OBMA operates under the four (plus Finance) committee approach, meaning the annual workload is divided between four committees (Design, Promotion, Economic Restructuring, Organization). These four committees abide by the following guidelines:

- 1) All committees report to the Board of Directors
- 2) All committee activity, including but not limited to financial expenditures is to be voted on by the Board of Directors.
- 3) Committees are to meet monthly unless additional meetings are required at the discretion of the Chair.
- 4) The Board of Directors may vote to empower a committee to act on behalf of the Board in the interest of time.
- 5) Committees are open to the Association membership. A member must attend a minimum of three consecutive meetings before being allowed to vote on committee issues.
- 6) Agenda items may be submitted to the committee for review and discussion 30 days prior to meeting. Requests will be acknowledged on the agenda when the time permits.
- 7) Additional committees may be established or dissolved as the Board deems necessary. The Finance Committee was established as an additional committee in 2001.
- 8) New board members will be recruited from the committees as necessary.

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## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Old Town Business Improvement District**

Fund 10566

**Ordinance:** O-18208 adopted September 11, 1995**Advisory Board** Old Town San Diego Chamber of Commerce  
P.O. Box 82686 San Diego CA 92138**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$10,000
Estimated Assessments to be collected in the Fiscal Year:	\$35,000
<b>Total Appropriation:</b>	<b>\$45,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$30,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$3,500
Publications/Printing (Brochures, Newsletters, Production)	\$5,500
Special Events	\$2,000
Design Improvements (Maintenance, Beautification, Clearing)	\$2,500
Consulting Services	\$1,000
Other	\$500
<b>Total Budgeted Expenditures:</b>	<b>\$45,000</b>

Estimated Contribution from Association Activities:	<b>\$10,000</b>
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*Additional funds are raised and used for promotional activities such as expanded brochure distribution and the Old Town Visitor's Guide.*

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$200	\$150	
B	\$100	\$75	
C	\$40	\$30	
D1	\$50	\$50	
D2	\$200	\$200	

000909

## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

## Old Town Business Improvement District

Fund 10566

D3	\$400	\$400
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Assessment Categories

Category	General Description	X = Exclusions
A	Large retailers and restaurants with 13 employees or more.	
B	Small retailers and restaurants with 12 or fewer employees.	
C	Service providers or non-retail businesses.	
D	Hotels, motels, and apartment buildings. D1 6-20 units. D2 21-65 units. D3 66 or more units.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
Ampudia Street	3950-4000	3800-3949	
Arista Street	3950-4000	3800-3949	
Calhoun Street	2500-3000		
Conde Street	3950-4099	3700-3949	
Conde Street		4100-4200	
Congress Street	2200-3000		
Cosoy Way		4000-4300	
Gaines Street	3900-4300		
Hancock Street		2155-2300	
Harney Street	3850-4099	3800-3949	
Harney Street		4100-4200	
Heritage Park Row		2300-2600	
Hortensia Street		3800-3900	
Jackson Street		2500-2900	
Jefferson Street		2300-2600	
Juan Street	2400-3000		
Kurtz Street		2100-2300	
Linwood Street		2300-2500	
Mason Street		4100-4300	
Mason Street	3950-4099	3900-3949	
Moore Drive		2200-2400	
Noell Street		3600-3700	
Old Town Avenue	3800-4000		
Pacific Highway		4201-4399 odd	
Pacific Highway		4400-4850	
Presidio Drive		2200-2500	
Presidio Point Observation		all numbers	
Rosecrans Street	3900-4300		

000910

FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Old Town Business Improvement District**

Fund 10566

San Diego Avenue	2300-4300	1700-2299
Smith Street		1700-2299
Sunset Street	2850-3000	2600-2849
Taylor Street	4000-4105	4106-4500
Twiggs Street	3800-4099	4100-4200
Wallace street	3800-4099	4100-4200
Whitman Street		2400-2900
Wright Street		3700-3800



## **Old Town San Diego Chamber of Commerce**

P.O. Box 82686 San Diego, CA 92138 • (619) 291-4903 • (Fax) 291-9383

### **Narrative of Proposed Activities For FY2008**

**Mission:** Develop, promote and enhance a positive Old Town experience for our businesses, residents and visitors.

Our goal is to promote historic Old Town as one of the most visited venues in San Diego. Old Town visitors and revenue has been adversely affected by the past changes in the Old Town State Historic Park. We are working continuously to re-establish our local, national and international tourism base. This is being accomplished by extensive promotion of all events and activities that are occurring in Old Town.

#### **Proposed Activities:**

- Through notices, newsletters and during various committee and Chamber meetings, keep our business members aware of planned government policy changes that will affect them.
- Enhance the Old Town web site to attract and entice national and international visitors to Old Town who are considering San Diego as a potential destination.
- Promote and market the entire Old Town community as tourist destination through of our distribution of the Old Town Brochures. Areas included are the California Welcome Centers along Interstate 5, Orange and LA County and the Inland Empire.
- Improve the Old Town Streetscape through the planting of additional trees in the community and the sidewalk widening of two blocks on San Diego Avenue.
- Improve the Old Town Streetscape through sidewalk cleaning on an annual basis.
- Schedule 2<sup>nd</sup> Annual Art Festival in September that will complement the promotion of Old Town as destination for California history, art and culture.
- Continue to publish a comprehensive Old Town Visitor's Guide directed to prospective conventions, groups and individuals promoting the attractiveness and amenities offered within Old Town. The visitor's guide includes other historic sites operated by other agencies that include Old Town State Historic Park, Heritage Park and Presidio Park.

000912

## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Pacific Beach Business Improvement District**

Fund 10564

**Ordinance:** O-18542 adopted June 29, 1998 amending Ordinance  
No. O-18373 adopted January 13, 1997

**Advisory Board** Pacific Beach Community Development Corporation dba Discover Pacific  
Beach  
1503 Garnet Avenue San Diego CA 92109

**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$10,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$10,000
Estimated Assessments to be collected in the Fiscal Year:	\$150,000
<b>Total Appropriation:</b>	<b>\$170,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$55,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$20,000
Publications/Printing (Brochures, Newsletters, Production)	\$50,000
Special Events	\$20,000
Design Improvements (Maintenance, Beautification, Clearing)	\$20,000
Consulting Services	\$3,000
Other	\$2,000
<b>Total Budgeted Expenditures:</b>	<b>\$170,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$50,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$360	\$180	
B	\$240	\$120	
C	\$180	\$90	
D	\$90	\$60	
E	\$360	\$360	



000913

## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Pacific Beach Business Improvement District**

Fund 10564

F	\$180	\$180
G	\$60	\$60

**Assessment Categories**

Category	General Description	X = Exclusions
A	Banks and businesses with 21 or more employees.	
B	Businesses with 13 to 20 employees.	
C	Businesses with 3 to 12 employees.	
D	Businesses with 0 to 2 employees.	
E	Apartments/hotels/motels with 66 or more units.	
F	Apartments/hotels/motels with 21 to 65 units.	
G	Apartments/hotels/motels with 6 to 20 units.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
Balboa Avenue		1900-2799	
Bayard Street		4400-4699	
Bunker Hill Street		2900-3199	
Cass Street		4400-5199	
Damon Avenue		2900-3199	
Dawes Street		4400-4699	
DeSoto Street		4600-4799	
Diamond Street		700-799	
Emerald Street		700-799	
Everts Street		4400-4699	
Fanuel Street		4400-4699	
Felspar Street		700-799	
Garnet Avenue	700-2799		
Grand Avenue		700-2799	
Gresham Street		4400-4699	
Haines Street		4400-4699	
Hornblend Street (businesses on		700-1599	
Ingraham Street		3400-4699	
Jewell Street		4400-4699	
Kendall Street		4400-4499	

000914

## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Pacific Beach Business Improvement District**

Fund 10564

La Playa Avenue (apts/hotels/m	1550-1649
Lamont Street	4400-4699
Mission Bay Drive	4200-4599
Mission Bay Drive	4700-4799
Mission Boulevard	4100-5199
Morrell Street	4400-4699
Noyes Street	4400-4499
Ocean Boulevard	4100-4599
Oliver Avenue	700-799
Oliver Court	4200-4299
Olney Street	4400-4499
Pacific Beach Drive	700-711
Reed Street	700-799
Thomas Street	700-799
Turquoise Street	700-1099



1503 Garnet Ave.  
Pacific Beach, CA 92109  
Tel: 858-273-3303  
Fax: 858-581-6748  
[www.pacificbeach.org](http://www.pacificbeach.org)

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**2006 – 2007  
Board of Directors**

**George Ondovchak, President**  
AMI

**Mark Tyler, Vice President**  
Pacific Nissan

**Susan Roth, Secretary**  
San Diego National Bank

**Carol Blomstrom, Treasurer**  
Lolsa Pasta

**Jay Brewer**  
North Shores Printery

**Todd Brown**  
Bub's Dive Bar

**Greg Cooper**  
Marcrest, Inc.

**Bill Heilmann**  
SuperPawn

**Jim Lester**  
Pacwest Enterprises

**Mike McNell**  
Prudential Financial

**Heather Mitchell**  
School of Healing Arts

**Marcia Nordstrom**  
PB Bar & Grill

**Jaime Pursley**  
Citibank

**Steve Smith**  
Tower 23 Hotel

**Mike Staples**  
Catamaran Resort Hotel

**Immediate Past President**  
**Mark Tyler**  
Pacific Nissan

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**STAFF**  
**Benjamin Nicholls**  
Executive Director

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**Mission Statement**  
To Revitalize and Promote  
the Pacific Beach Community  
Physically and Economically.

## Narrative of Proposed Activities

In FY2007-08 Discover Pacific Beach will continue to strengthen its core programs that make up the three project directions of the organization. These lines of business are neighborhood promotions, physical improvements, and business leadership. Each line of business will be managed by a Board committee: Promotions, Design and Improvements, and Organization respectively.

The Promotions Committee, with its Pacific BeachFest subcommittee, has the goal of promoting Pacific Beach as a place to do business as a customer or a business person. Its popular programs will continue. Pacific BeachFest, two restaurant walks, tourist map, and concierge event are a core of special events.

The Cleaning and Beautification Committee has two subcommittees including Parking and Hospitality Taskforce. Its goal is to make Pacific Beach as attractive and accessible to new customers as possible. The banner program, the green space and tree maintenance programs, utility box art program, and litter abatement programs are a solid core of activities that improve the appearance of the neighborhood. Discover Pacific Beach will continue the development and support of the Beach Area Community Court and its related cleaning activities. The Parking Committee will work with other neighborhood groups to address Pacific Beach's growing parking challenges and implement holistic solutions with the intention of developing and implementing a Parking Management Plan for Pacific Beach. The Hospitality Taskforce, having completed successful security programs, will continue to work with local businesses and national organizations to improve the neighborhood entertainment and hospitality businesses.

The Organization Committee will enable DPB to serve as the voice for the business community on current issues and to lead the community into the future. This will be accomplished through efforts including new volunteer and leadership recruitment, communications, fundraising, and policy making.

000916

## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**San Ysidro Business Improvement District**

Fund 10568

**Ordinance:** O-18612 adopted January 11, 1999**Advisory Board** San Ysidro Improvement Corporation  
318 E. San Ysidro Blvd # B San Diego CA 92173**Available Funds FY2008**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2007:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$3,000
Estimated Assessments to be collected in the Fiscal Year:	\$170,000
<b>Total Appropriation:</b>	<b>\$173,000</b>

**Proposed Activities/Expenditures FY2008**

Personnel (Salaries/Wages)	\$86,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$25,000
Publications/Printing (Brochures, Newsletters, Production)	\$4,000
Special Events	\$15,000
Design Improvements (Maintenance, Beautification, Clearing)	\$43,000
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$173,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$53,850</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$1,200	\$1,200	
B	\$360	\$270	
C	\$240	\$180	
D	\$160	\$120	
E	\$120	\$90	

000917

## FY2008 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**San Ysidro Business Improvement District**

Fund 10568

**Assessment Categories**

Category	General Description	X = Exclusions
A	Banks, theatres, hotels with 100 or more rooms.	
B	Retail-oriented businesses - food, beverages, drugs, automotive and service stations, miscellaneous retail.	
C	Service related businesses - laundry and cleaning, repair, amusement and recreational.	
D	Professional related - business, personal, medical, health and financial service providers.	
E	Wholesale, construction, manufacturing, agricultural, transportation, and utilities.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
Beyer Boulevard East		2700-3099	
Border Village Road		4250-4699	
Calle Primera		100-199	
Calle Primera West		100-529	
Camino de la Plaza	3700-4800		
Camiones Way		5700-5799	
Louisiana Avenue		100-399	
Olive Drive		100-150	
Park Avenue East		100-199	
San Ysidro Boulevard East	0-799		
San Ysidro Boulevard West	0-930		
Sycamore Road		200-250	
Via de San Ysidro		100-230	
Via Nacional		3000-3999	
Virginia Avenue		100-499	
Willow Road		100-3999	

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# San Ysidro Business Association

*Commerce Beyond Borders*

318 East San Ysidro Boulevard, Suite. B,  
San Ysidro, CA, 92173  
Email: sysidba@pacbell.net

Phone: (619) 428-5200  
Fax: (619) 428-5400  
Website: sybid.org

## **NARRATIVE OF PROPOSED ACTIVITIES FY 2008 (July 2007 – July 2008)**

### **I. INTRODUCTION:**

At its annual Retreat July 26, 2006, the SYBA Board of Directors adopted a set of strategic goals, the implementation of which is designed towards attainment of SYBA's mission, namely, the economic revitalization of San Ysidro. These five strategic goals are:

1. Advocate for San Ysidro to be brought up to city standards for public improvements and infrastructure
2. Improve traffic circulation throughout San Ysidro
3. Develop San Ysidro as a consumer destination
4. Create/implement a design standard for storefront and streetscape improvements
5. Implement a San Ysidro cleanup program.

These strategic goals are and continue to be refinements from those first enunciated in 2001.

Based on developments during this current fiscal year, the following several projects and activities delineated by principal action committee are the proposed work plan for the upcoming fiscal year commencing July 2007

### **II. ECONOMIC RESTRUCTURING COMMITTEE**

#### ***#1 To advocate for San Ysidro being brought up to city standards for public improvements and infrastructure***

1. Closely monitor the following projects under the purview of the City of San Diego to completion:

- Camino de la Plaza streetscape improvements (estimated \$600,000). Incorporates new sidewalks, streetlights, trees, and landscaping "missing" from Caltrans' "Friendship Plaza" project along Camino de la Plaza Bridge and 700 block of ESYB. Employs reprogrammed funds from Adopt-A-Block streetscape improvement project.
- Additional fifty-three streetlights (\$300,000) and sidewalk repairs (\$100,000). With thirty-three new streetlights programmed in the commercial areas and/or on residentially zoned corridors connecting commercial areas, seek implementation in one test area in the form of decorative "double-acorn" lights. Consider a portion of ESYB, and the resulting displaced standard "cobra" lights could be relocated to other priority locations.
- Repaving major street segments. Following from twenty sites first identified in 2005, four priority locations have been identified. These include remaining portion of 600 block ESYB, Via de SY, Camino de la Plaza (4310 to 4492), and Olive Drive at Hall

000919

Sidewalk-repairs (\$100,000).-Spearhead identification small project locations (in conjunction with individual property owners who will be required to pay approximately one-third of the costs).

Work closely with SY Planning and Development Group to these ends.

2. Develop, prioritize by location, and advocate for a set of additional infrastructure and public improvement requirements to be completed; including the following:

A. Street Infrastructure Projects- Local Streets

- ESYB public safety improvement (new streetlights, traffic signal at Center St., and a pedestrian "scramble" at Rail Court)
- Installation of additional street lighting on other commercial streets to city standard of one light per 150 feet. Less than standard conditions are particularly evident on far West San Ysidro Blvd., West Calle Primera, and Border Village Road
- Traffic signals and pedestrian crossing enhancements: on SYB at Center St., Rail Court, Averil, and Alverson; and on Via de SY at northbound exit 1B. Rail Court presents a particularly egregious situation to mitigate dangerous conditions on exiting the Intermodal, and to separate the 20,000 pedestrians and 10,000 cars who use this intersection on a daily basis
- Remediation missing sidewalks in commercial areas, including Camino de la Plaza Bridge approaches (as above) and associated with freeway frontage, e.g. West San Ysidro Blvd., Calle Primera and West Calle Primera, and Border Village Road.

To the extent that street infrastructure/capital improvement projects take hold, it can be anticipated that property owners would support the formation of area Maintenance Assessment Districts (MAD's) to offset certain ongoing maintenance costs, such as additional electrical consumption and litter control.

B. Freeway Access/Egress; remediation of incomplete and "missing" on/off ramps. Examples include on I-5 without *southbound* access at Via de SY (Exit 1B) and at first northbound off ramp at the border which is accessible only from a limited number of border crossing gates (Exit 1A); and on I-805 which cannot be accessed from the Beyer Blvd. overcrossing.

C. San Ysidro Port of Entry- San Ysidro is the world's busiest land border crossing averaging 113,000 persons (including people in vehicles) daily (2006 tallies), a figure which is projected by SANDAG to grow to 150,000 persons per day by 2020. The current facility is inadequate to handle this huge volume with acceptable wait times that do not negatively impact business. GSA has proposed a \$500+ million project to expand the POE, but the low level of incremental funding thus far approved is not sufficient to complete the facility, much less to mitigate the ever increasing burden on local San Ysidro streets. Work closely with newly launched San Ysidro Smart Border Coalition as a focal point for a united San Ysidro community before GSA

3. Work with City, SANDAG, Caltrans, and Federal authorities in advocating that San Ysidro receives its fair share of revenue for public improvements and mitigation for gross condition of deficit in infrastructure.\* Towards this end, continue to participate in a variety of regional advocacy coalitions. Such groups include SCEDC (particularly its Transportation and Infrastructure Committee), the Alliance for Border Efficiency, and SANDAG's "COBRO" and Stakeholders Working Group. In San Ysidro key advocacy resources include the SYPDG and its several component subcommittees, the SY Smart Border Coalition, the SY Transportation

Collaborative, and the SYCC. At the City of San Diego, funding resources include tax increment, developer impact fees (DIF), CDBG, and TransNet.

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4. Finalize partnership agreement for San Ysidro Business Pilot Village project. This is a joint venture with the proposed Developer-General Partner, Barratt American, along with the BID Council and the several property owners as limited partners, which will lead toward DDA completion during 2008. Proposed is a mixed-use development of up to 140,000 sq. ft of new commercial and 650 units of housing on 14 acres on San Ysidro Blvd. between I-805 & Cottonwood. With stimulus provided by the \$240,000 Federal transportation grant, obtain "Smart Growth" funding for infrastructure improvements.

5. Strongly support efforts that will result in elimination of the current PDO, and, in its place, adoption of the most appropriate code elements within the Land Development Code. Abolishing the PDO will facilitate the potential of additional mixed-use development throughout San Ysidro, particularly along San Ysidro Blvd.

6. Employ selective utilization of SYBA financial resources in leveraging public improvements; such projects as:

- Friendship Plaza, Phase 1 (\$8,400 maintenance annually on \$1,000,000 improvement)
- Friendship Plaza, Phase 2 (undetermined amount maintenance level required on \$1,000,000 improvement)
- Camino de la Plaza bridge streetscape improvements (estimated \$6,000 annual maintenance of estimated \$600,000 improvement) \*

## ***#2 To improve traffic circulation throughout San Ysidro.***

1. Strongly advocate for completion of San Ysidro Mobility Plan, Phase 1, as funded by Caltrans in conjunction with the City of San Diego. Intent is to prepare a comprehensive traffic circulation plan for San Ysidro. The prime stakeholder working group is the SY Transportation Collaborative launched by SYBA and composed of twelve San Ysidro community-based organizations who have been meeting periodically, with technical support provided by a variety of public agencies, cooperating private entities, and offices of elected officials. Once the Mobility Plan has been completed, Phase 2 will be initiated to prepare preliminary engineering and design plans. Completion of the mobility plan links to the campaign to initiate a formal Update to the San Ysidro Community Plan wherein, effectively, the resultant Mobility Plan will serve as the Circulation Element of the Plan Update.

2. Stress maximum participation in newly formed SY Smart Border Coalition as primary vehicle for unifying local action, to integrate efforts with both long term and interim measures and outcomes:

A. Ensure that GSA's Border Station Expansion project addresses needs of business community in design and mitigation of negative impacts on commercial land displacement and local traffic circulation. Advocate that project serves as a catalyst to revitalize immediate border area, including construction of a large scale bridge deck connector linking both sides of the community currently divided by the freeway. Monitor closely EIR/EIS process. Major resource is with GSA's Community Representatives Committee.

**\* Denotes projects/activities potentially funded with MAD/PBID in place**



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B. Advocate for more efficient border crossing requiring no more than a 15-minute wait. In addition to the SYSBC, stress participation in regional Alliance for Border Efficiency. Reference is made to pending impacts of US Visit and requirement that US citizens must carry a valid passport to *reenter* the USA. Some of the measures required include full staffing at all vehicle and pedestrian booths, maximum "stacking" of all booths, and that "smart" technology is in place before US Visit is implemented. Additional SENTRI lanes should be constructed, both for autos and for pedestrians.

3. Continue to identify and resolve short-term traffic circulation improvement projects, such as traffic signal signalization and other means to improve traffic flow, including within the Pilot Village area.

### **III. PROMOTIONS COMMITTEE**

#### **#3 To promote San Ysidro as a consumer destination**

1. Refine marketing plans by:

- Conducting business surveys
- Determine customer base
- Identify appropriate marketing tools

Explore more formalized strategic partnership with Chamber of Commerce to this end.

2. Publish 4<sup>th</sup> edition of SY Business Directory, and distribute to all 11,000 San Ysidro households. Continue to expand content, to include additional advertisers.

3. Continue to put forward approaches before the business membership to employee Information Technology as an important tool in growing their businesses; such interventions as:

- Internally- expand SYBA Website, to include listing all businesses with "link" opportunities for those interested, upgrade computer software, and
- Externally- evaluate test project to assist five businesses in design their own WEB page; also to conduct an IT workshop for member businesses, stressing value added benefit, with such practical application as adding e-mail address to their business card.

4. Sponsor community events that promote San Ysidro business:

A. Holidays on the Border – late November/December. Kick off for holiday shopping season; includes:

- Businesses pass out "goodies" to the children, i.e. balloons, candy canes
- Flyers passed out and posted listing participating businesses
- Best decorated business contest.
- Santa Claus visit and tree lighting at one of shopping centers
- Drawing for large Christmas stocking filled with goodies
- Support annual tree lighting event at Library
- Continue light pole wreath decorations with Chamber

B. Consider sponsoring additional events, e.g. quarterly "shopping fairs"

### **IV. DESIGN COMMITTEE**

#### **#4 To create/implement a design standard for streetscape and storefront improvements.**

1. Market previously developed design guidelines for streetscape and storefront improvements. Objective is to provide business and property owners with a handbook that incorporates examples of good design- façade, color, signage, streetscape, trees, etc. Key funding resources- SIP. Key design resource- PROW, and students from New School of Architecture.

000922

Promote maximum utilization of City-sponsored Storefront Improvement Program, particularly as augmented by matching Redevelopment Funds. Connect SIP approvals with use of design guidelines. Consider forming architectural review sub-committee

3. Utilize Public Right-of-Way (PROW) as a resource.
4. Expand information campaign on ADA compliance; link with augmented SIP resource.
5. With City of San Diego financial support, test implement a way finding sign project. Will necessitate creation of special district.
5. Facilitate planting of additional trees, as part of Mayor's/BID Council program. Inform property and business owners about care and responsibility for trees. \*
6. Continue to maintain both community welcoming signs. \* Fill remaining spaces on larger sign with logos depicting up to twelve SY community organizations.
7. Continue to maintain both "Adopt-A-Freeway Exit" landscaping projects. \*
8. Continue joint banner program with Chamber. Consider new banner themes and additional pole coverage. \*

#### ***#5 Implement a San Ysidro cleanup program***

1. Continue litter control project in all areas of BID. Continue landscape maintenance projects, at following locations: three medians, city parking lot, and two-freeway exit projects, Adopt-A-Block streetscape improvements, and Friendship Plaza (Phase 1). With ever present extreme litter and more specialized landscaping requirements, consider separating functions and rebidding maintenance contracts accordingly. Hearts & Hands operates the electric-powered maintenance cart, with trailer. \* The cart and trailer provide advertising/income-generating possibilities.
2. Continue to monitor adequacy of City maintenance services. These include existing streetlights, potholes, sewers, and that sufficient water pressure at fire hydrants. Create project to map and thereby be able to better track maintenance of City mandated services. Monitor Caltrans work crew's cleanup along area freeways on/off ramps. \*
3. Manage distinct maintenance requirements of agreed public improvement projects, including: (not to exceed, annually) \*
  - Adopt-A-Block sidewalk improvements -- \$3,500
  - "Friendship Plaza," Phase 1-- \$8,400
  - "Friendship Plaza," Phase 2—(estimated open date mid.2008, unknown amount)
  - Camino de la Plaza bridge streetscape improvements—(estimated completion date mid 2008, unknown amount)
4. Spearhead annual San Ysidro Cleanup event, to include graffiti paint-out, in conjunction with Council 8 District office and SY Community Service Center.
5. Continue periodic "Golden Dust Pan" award in recognition of standout businesses in who maintain clean sidewalk and adjacent areas.

\* Denotes projects/activities potentially funded with MAD/PBID in place

## V. ORGANIZATION COMMITTEE

1. In coordination with other committees, monitor progress towards implementing Pilot Village project. This includes such elements as:

- economic feasibility of the project, including all necessary public funding secured
- sign up maximum number of property owners as "limited partner," with various levels of participation
- successful negotiation of partnership agreement with proposed General Partner-Developer, Barratt American, and BID Council and SYIC as General Partners, in addition to property owners/limited partners
- secure reimbursement prior expenses, along with a defined financial benefit from the partnership as the project is implemented
- architectural design appropriate to San Ysidro in a "village" setting
- develop all necessary special programs to offer all businesses otherwise displaced by the project the opportunity to thrive and increase their capacity

2. Develop alternative sources of funding, specifically by exploring the feasibility of expanding SYBID boundaries, particularly:

- Swap Meet area, approximately 200 businesses (mostly small vendors) off Via Segundo and Via Tercero
- Dairy Mart shopping plaza, approximately 30 businesses

Since special election required (conducted by the City of San Diego) will entail extensive marketing; should seek special funding for this purpose.

3. Publish a bilingual membership newsletter quarterly.

4. Continue annual Padres baseball event "Business Partnership with Youth," a collaboration with SYSD, Casa Familiar, YMCA, Parks & Recreation, and SYCC.

5. Continue to implement all projects and activities through increasingly functional Committee structure.

6. Continue to hold an annual Board Retreat in order to refine and institutionalize SYBA strategic goals and annual action plans.

7. Closely monitor assessments collections with focus on members not paying fair share. Continue proactive approach, special outreach stressing added value as SYBA member. In this regard, make available an attractive organizational packet that depicts the array of SYBA activities and services.

Item # 333 - 7/10/07

REQUEST FOR COUNCIL ACTION  
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER  
(FOR AUDITOR'S USE ONLY)

TO:  
CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):  
CITY PLANNING & COMMUNITY INVESTMENT

3. DATE:  
5/29/2007

4. SUBJECT:  
BUSINESS IMPROVEMENT DISTRICTS - FY2008 Annual Appropriation Process MN

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.)

Meredith Dibden Brown x66485 MS56d

6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.)

Scott Kessler x66405 MS56d

7. CHECK BOX IF REPORT TO  
COUNCIL IS ATTACHED ☐

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND				
DEPT.				
ORGANIZATION				
OBJECT ACCOUNT				
JOB ORDER				
C.I.P. NUMBER				
AMOUNT				

9. ADDITIONAL INFORMATION / ESTIMATED COST:

Approximately \$1.3 million of BID assessments will be collected in FY2008 by City on behalf of BIDs and disbursed back to the BIDs.

THERE IS NO NET FISCAL IMPACT.

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	SCOTT KESSLER	5-29-07	8	DEPUTY CHIEF	JAMES J. WATKINS	6/15/07
2	DEPARTMENT DIRECTOR	WILLIAM ANDERSON	6-5-07	9	COO	James F. ...	6/19/07
3	ENVIRONMENTAL REVIEW	KENNETH TEASLEY	6-5-07	10	CITY ATTORNEY	MICHAEL NEUMEYER	6/20/07
4	LIAISON OFFICE	ED PLANK	6/8/07	11	ORIGINATING DEPARTMENT	MEREDITH DIBDEN BROWN	6/25/07
5	FINANCIAL MANAGEMENT	DEAN ROBERTS	6/14/07		DOCKET COORD.		
6	AUDITORS	VICKI TRAN	6/14/07		COUNCIL PRESIDENT		
7							

11. PREPARATION OF:

☒ RESOLUTION(S)

☐ ORDINANCE(S)

☒ AGREEMENT(S)

☐ DEED(S)

"See Attachment A"

11A. STAFF RECOMMENDATIONS:

Adopt the Resolutions

12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S): 1, 2, 3, 4, 7, 8.

COMMUNITY AREA(S): Center City, College Area, Greater North Park, La Jolla, Mid-City, Mission Beach, Ocean Beach, Old San Diego, Pacific Beach, San Ysidro, Southeastern San Diego and Uptown. MN

ENVIRONMENTAL IMPACT: This activity is not a "project" and is therefore not subject to CEQA pursuant to State. Guidelines Section 15060 (c) (3). MN

HOUSING IMPACT: None.

OTHER ISSUES: Clerk to publish resolution of intention once in newspaper of general circulation not less than seven days before the public hearing. We request July 30, 2007 as the noticed hearing date. MN

Attachment A  
(Continued from Box 11)

1. Approve the FY 2008 Budget Reports for each specified Business Improvement District [BID] (Adams Avenue, City Heights, College Area, Diamond, Downtown, El Cajon Boulevard Central, El Cajon Boulevard Gateway, Gaslamp, Hillcrest, La Jolla, Little Italy, Mission Hills, North Park, Ocean Beach, Old Town, Pacific Beach, and San Ysidro).
2. Declare the Council's intention to levy and collect annual assessments from businesses within each specified BID, and set July 30, 2007 as the noticed public hearing date.
3. Confirm the FY 2008 Budget Reports for each specified BID and levy the annual assessments for those BID's.
4. Authorize the Mayor to execute the FY 2008 operating agreements with the non-profit associations for the specified BID's.

**EXECUTIVE SUMMARY SHEET**  
CITY OF SAN DIEGO

DATE ISSUED:	REPORT NO:
ATTENTION:	Council President and City Council
ORIGINATING DEPARTMENT:	City Planning & Community Investment
SUBJECT:	Business Improvement Districts - FY 2008 Annual Appropriation Process
COUNCIL DISTRICTS:	1, 2, 3, 4, 7, 8
CONTACT/PHONE NUMBER:	Meredith Dibden Brown 23-66485

**REQUESTED ACTIONS:**

At the first Council date (July 9 or 10, 2007):

1. Approve the FY 2008 Budget Reports for each specified Business Improvement District [BID] (Adams Avenue, City Heights, College Area, Diamond, Downtown, El Cajon Boulevard Central, El Cajon Boulevard Gateway, Gaslamp, Hillcrest, La Jolla, Little Italy, Mission Hills, North Park, Ocean Beach, Old Town, Pacific Beach, and San Ysidro); and
2. Declare the Council's intention to levy and collect annual assessments from businesses within each specified BID, and set July 30, 2007 as the noticed public hearing date.

At the second Council date (the noticed public hearing on July 30, 2007):

3. Confirm the FY 2008 Budget Reports for each specified BID and levy the annual assessments for those BID's; and
4. Authorize the Mayor to execute the FY 2008 operating agreements with the non-profit associations for the specified BID's.

**STAFF RECOMMENDATIONS:** Adopt the requested actions.

**EXECUTIVE SUMMARY:** The California Streets and Highways Code authorizes the City to establish Business Improvement Districts [BID's], to levy and collect an assessment from businesses within the BID's, and to apply these assessments toward improvements and activities that benefit the businesses within their respective BID's. The City established each of the BID's by adopting an ordinance that details the street ranges to be included within each BID, the categorization of the types of businesses within each BID, and in some cases, the size of the businesses as determined by the number of employees. The assessment levels, as determined by these factors, are also detailed in each ordinance.

Under State law, the City Council must annually review and approve the Budget Reports for the BID's. In addition, the City Council must annually authorize the levying of the assessments as established in the respective ordinances and hold a noticed public hearing on the matter. Once authorized, the BID assessments are collected by the City Treasurer at the same time and in the same manner as the City's business tax.

The City collects approximately \$1.3 million annually in BID assessments from about 12,000 businesses; these funds are accounted for separately in the City's accounting system and are provided to non-profit associations (whose memberships include the businesses in the respective BID's) under an operating agreement. Generally, funds are remitted to the non-profit associations on a reimbursement basis to manage BID programs in the respective BID's, though working capital advances are permitted under certain circumstances. State law also provides that the Budget Reports shall identify any surplus or deficit revenues to be carried over from a previous fiscal year. These funds are identified in the Budget Reports as Estimated Unexpended Assessments to be carried forward and Estimated Outstanding Operating Advances. In approving the Budget Reports, the City Council appropriates the assessments to be collected and the prior year surplus funds.

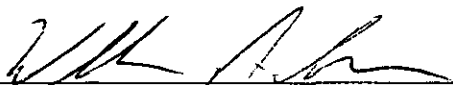
In FY 2007, the City approved the Budget Reports for, and authorized the levying of assessments on businesses within, the following BID's: Adams Avenue, City Heights, College Area, Diamond, Downtown, El Cajon Boulevard Central, El Cajon Boulevard Gateway, Gaslamp, Hillcrest, La Jolla, Little Italy, Midway, Mission Hills, North Park, Ocean Beach, Old Town, Pacific Beach, and San Ysidro. However, due to a claim filed against the City in March 2007 by the North Bay Association of San Diego (the non-profit association for the Midway BID) and circumstances giving rise to that claim, it is recommended that the City neither levy assessments within the Midway BID in FY 2008, nor enter into an operating agreement with the North Bay Association of San Diego for the management of the Midway BID in FY 2008.

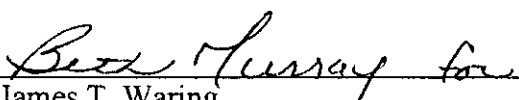
FISCAL CONSIDERATIONS: Because the City does not retain any of the BID assessments for administrative or other purposes, there is a zero net fiscal impact for collecting and disbursing the BID assessments.

PREVIOUS COUNCIL and/or COMMITTEE ACTION: R-301539 and R-301540 (June 19, 2006); R-301855 and R-301856 (July 18, 2006).

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: The non-profit associations that manage the BID's hold regular meetings and publish regular newsletters, which are distributed to the businesses within the respective BID's. Organizational budgets and work plans are developed by the respective boards and approved at their meetings.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Businesses within the respective BID's are the key stakeholders and beneficiaries of community improvements and business marketing and development. Residents and property owners may also benefit from public improvements and enhanced business services.

  
William Anderson  
Originating Department

  
James T. Waring  
Deputy Chief/Chief Operating Officer

RESOLUTION NUMBER R- \_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN  
DIEGO APPROVING THE FISCAL YEAR 2008 BUDGET  
REPORTS FOR SPECIFIED BUSINESS IMPROVEMENT  
DISTRICTS.

WHEREAS, the City Council, in accordance with the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code sections 36500 et seq.), wishes to continue the promotional activities of specified Business Improvement Districts in the City of San Diego; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That the Fiscal Year 2008 Budget Report for each specified Business Improvement District [District] in the City of San Diego is hereby approved. Those Districts are as follows: Adams Avenue; City Heights; College Area; Diamond; Downtown; El Cajon Boulevard Central; El Cajon Boulevard Gateway; Gaslamp; Hillcrest; La Jolla; Little Italy; Mission Hills; North Park; Ocean Beach; Old Town; Pacific Beach; and San Ysidro.

2. That a full and detailed report describing each specified District, including the boundaries of, proposed assessments to be levied upon the businesses within, as well as the



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improvements and activities to be undertaken within each specified District, from July 1, 2007 through June 30, 2008, is available for review at the Office of the City Clerk.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By

  
Michael D. Neumeyer  
Deputy City Attorney

MDN:nda

06/25/07

Or.Dept: City Planning & Community Investment

R-2007-1239

MMS#4976

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN  
DIEGO DECLARING THE COUNCIL'S INTENTION TO  
LEVY AND COLLECT ANNUAL ASSESSMENTS FROM  
BUSINESSES WITHIN SPECIFIED BUSINESS  
IMPROVEMENT DISTRICTS FOR FISCAL YEAR 2008, AND  
NOTICING THE PUBLIC HEARING.

WHEREAS, the City Council, in accordance with the Parking and Business Improvement  
Area Law of 1989 (California Streets and Highways Code sections 36500 et seq.), wishes to  
continue the promotional activities of specified Business Improvement Districts in the City of  
San Diego; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That the intention of the City Council to levy and collect an assessment from  
businesses within each specified Business Improvement District [District] in the City of San  
Diego for the period of July 1, 2007 through June 30, 2008 is hereby declared.
2. That the Districts to be assessed and their respective locations are as follows:  
  
**Adams Avenue** - generally from the 2400 to the 3999 block of Adams Avenue;  
and all adjacent side-streets from the 4600 to the 4799 block of those side-streets.  
  
**City Heights** - generally from the 3300 to the 4799 block of University Avenue;  
and all adjacent side-streets from the 3800 to the 4099 block of those side-streets.  
  
**College Area** - generally from the 5400 to the 7400 block of El Cajon Boulevard;  
all adjacent streets from the 5400 to the 7400 block of El Cajon Boulevard; and  
certain other streets in the vicinity of San Diego State University.

**Diamond** - generally that area within the diamond formed by the following four points: the 1900 block of Euclid Avenue to the north; the 1000 block of Euclid Avenue South to the south; the 6900 block of Imperial Avenue to the east; and the 3900 block of Market Street to the west.

**Downtown** - generally that area within the following boundaries: Ash Street to the north; E Street to the south; Tenth Avenue to the east; and First Avenue to the west.

**El Cajon Boulevard Central** - generally from the 3300 to the 5399 block of El Cajon Boulevard; all adjacent side-streets from 33rd Street to 47th Street between the 4200 to the 4399 block of those side-streets; and all adjacent side-streets from Euclid Avenue to Dayton Street between the 4300 and the 4499 block of those side-streets.

**El Cajon Boulevard Gateway** - generally from the 1800 to the 3299 block of El Cajon Boulevard; and all adjacent side-streets from the 4200 to the 4399 block of those side-streets.

**Gaslamp** - generally that area within the following boundaries: Broadway to the north; the San Diego and Arizona East Railway right-of-way to the south; Sixth Avenue to the east; and Fourth Avenue to the west.

**Hillcrest** - generally that area within the following boundaries: Montecito Street to the north; Upas Street to the south; Park Boulevard to the east; and Front Street to the west.

**La Jolla** - generally from 200 to 1445 Prospect Street; Ivanhoe Avenue, Herschel Avenue, Girard Avenue, and Fay Avenue between Torrey Pines Road and Pearl

Street; and from the 1100 block of Torrey Pines Road to the 400 block of Pearl Street toward La Jolla Boulevard, including 7345 to 7607 La Jolla Boulevard.

**Little Italy** - generally that area within the following boundaries: Laurel Street to the north; "A" Street to the south; Interstate 5 and Front Street to the east; and North Harbor Drive to the west.

**Mission Hills** - generally from 818 to 1112 Fort Stockton Drive, including all adjacent side-streets from Stephens Street to Albatross Street; 228 to 1794 Washington Street; the 300 to the 1025 block of University Avenue; 328 to 1753 West Lewis Street; and 3033 to 3753 India Street.

**North Park** - generally from 2750 to 3299 University Avenue, including all adjacent side-streets between the 3800 and the 3999 block of those side-streets; 2750 to 3290 Lincoln Avenue; and 2850 to 3299 North Park Way.

**Ocean Beach** - generally from the 4800 to the 5099 block of Newport Avenue; portions of the 4700 to the 5099 block of Narragansett Avenue, Niagara Avenue, and Santa Monica Avenue; and portions of Sunset Cliffs Boulevard, Cable Street, Bacon Street, and Abbot Street between 1769 and 1976 of those streets.

**Old Town** - generally that area within the following boundaries: Interstate 5 to the north; Pacific Highway to the south; Washington Boulevard to the east; and Rosecrans Street to the west.

**Pacific Beach** - generally that area within the following boundaries: Garnet Avenue and Balboa Avenue to the north; the 700 to the 1099 block of Turquoise Street to the northwest; Grand Avenue to the south, including Ingraham Street and all adjacent side-streets from the 3400 block to Grand Avenue; Interstate 5 to the

east; and the 4100 to 5199 block of Mission Boulevard and all adjacent side-streets to the west.

**San Ysidro** - generally that area within the following boundaries: the 930 block of West San Ysidro Boulevard to the northwest; the U.S.-Mexico border to the southeast; East Beyer Boulevard to the east; and Willow Road to the southwest.

3. That the proposed improvements and activities authorized by the ordinance establishing each specified District (or by amendment to such ordinance), as well as any substantial changes and/or additions proposed to be made to those improvements and activities in Fiscal Year 2008, are as follows:

<u>District</u>	<u>Improvements and Activities Authorized by Ordinance</u>	<u>Substantial Changes and/or Additions to Improvements and Activities</u>
Adams Avenue	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operations; advertising/promotion; special events; newsletter/brochure; business development; maintenance of landscaping; and public improvements.	Website; master plan development; Storefront Improvement Program/PROW Program; and grant/funding solicitation.
City Heights	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operations; advertising/promotion; special events; newsletter/brochure; business development; and street decorations.	Website; beautification/maintenance; and Storefront Improvement Program/PROW Program.
College	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing	Website; newsletter; special events; business mixers; and beautification/maintenance.

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	of music; promotion of business activities; administration/operation; and advertising/promotion.	
Diamond	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operation; and advertising/promotion.	Website; Maintenance Assessment District formation activities; business development; special events; and grant/funding solicitation.
Downtown	Street decoration/music; promotion of public events; and promotion of retail trade.	Business attraction/development; Residential Marketing Alliance; Paradise in Progress; special events; marketing/communications/website; master plan development; homeless intervention; and Transit Pass Program.
El Cajon Blvd. Central	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operation; advertising/promotion; newsletter; and new business development.	Website; beautification/maintenance; transit programs; Pilot Village; and public improvements.
El Cajon Blvd Gateway	Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; and promotion of business activities.	Website; administration/operation; advertising/promotion; beautification/maintenance; transit programs; Pilot Village; and public improvements.
Gaslamp	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Infrastructure Improvement Plan; pedestrian way-finding; special events; and marketing/promotions.
Hillcrest	Acquisition, construction, or maintenance of parking facilities; street	Website; Farmers Market; walking patrol;

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	decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	beautification/maintenance; newsletter; and public improvements.
La Jolla	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Website; newsletter; special events; marketing/advertising; public improvements; beautification/maintenance; and way-finding signage.
Little Italy	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; special events; and marketing administration.	Website; grant/funding solicitation; beautification/maintenance; public improvements; signage; transit issues; and homeless intervention.
Mission Hills	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; advertising/promotion; newsletter; holiday decorations; special events; landscape beautification; business alert program; and business development.	Website and public improvements.
North Park	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; promotion/advertising; newsletter; business directory; and special events.	Website; community redevelopment; Historic Building Registry; Farmers Market; Ray at Night monthly event; and beautification/maintenance.
Ocean Beach	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations;	Website; special events; Farmers Market; public improvements; Tile Program; Storefront Improvement Program/design guidelines; Historic Landmark Project;

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	advertising/promotion; Cleanup and landscaping in public right of way; newsletter; holiday decorations; and business development.	Ocean Beach Merchant's Association Merchant Handbook; Un-Reinforced Masonry Program; and business training.
Old Town	Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; and advertising/promotion.	Website; tourism promotion; streetscaping; and special events.
Pacific Beach	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; security publications; advertising; decorations; and streetscape.	Website; public improvements; special events; beautification/maintenance; Beach Area Community Court; and business training.
San Ysidro	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; marketing/promotion; administration/operations; design/planning; and general projects.	Website; public improvements; traffic circulation; design guidelines; beautification/maintenance; Pilot Village; special events; and business training.

4. That a full and detailed report describing each specified District, including the boundaries of, proposed assessments to be levied upon the businesses within, as well as the improvements and activities to be undertaken within each specified District, from July 1, 2007 through June 30, 2008, is available for review at the Office of the City Clerk.

5. That notice is hereby given that on July 30, 2007 at \_\_\_\_\_ (the hour) in the Council Chambers of the City Administration Building, located at 202 "C" Street, 12th Floor, San Diego, California, is fixed as the time and place when and where any and all interested



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persons, having a desire to be heard, may appear and state their views, or submit such views in writing in compliance with California Streets and Highways Code Sections 36524 and 36525, for or against the continued establishment of each specified District, the extent of each specified District, the furnishing of specified types of improvements or activities within each specified District, or the levying of the proposed assessments within each specified District.

6. That the City Clerk is hereby directed to give notice of the aforementioned public hearing by publication, pursuant to California Streets and Highways Code section 36534(b).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By

  
Michael D. Neumeyer  
Deputy City Attorney

MDN:nda

06/25/07

Or.Dept: City Planning & Community Investment

R-2007-1240

MMS#4976

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor